

# How to handle change

Change refers to the process of moving from one state or condition to another. It can involve making adjustments to our behaviors, attitudes, beliefs, or environments in response to internal or external factors. In simpler terms, change is about doing things differently to how they were before.



## 🕒 WHEN SHOULD YOU?

- Low customer demand or interest may indicate a need to pivot your business to meet their preferences.
- Market saturation or lack of uniqueness may require pivoting your business to offer something new and innovative.
- New technologies disrupting your industry may signal the need to pivot and capitalise on new opportunities.

## 👉 WHAT HOLDS YOU BACK

- Limited resources
- Fear of failure
- Resistance from staff
- No leadership commitment
- Rigid corporate culture

**Don't fight the old, build the new**



## 💡 HOW SHOULD YOU?

- Customer feedback can inform you of needs, preferences, and pains to improve and identify opportunities.
- To pivot stay flexible, open-minded, and willing to make quick changes, embrace new ideas, and take risks.
- Experiment with new strategies, products/services, and business models to find what works best for your

## 📄 FUN FACT

According to the Harvard Business Review, businesses should review their business models at least once a year.

## How we help

Using a powerful combination of stories, graphics, and analogies, we can help you explain your change — so everyone gets it.

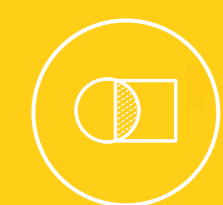
Our thinking starts with an Ideation Session, where we unpack your information onto one page. Then we develop digital assets to share your message.



STORIES



GRAPHICS



ANALOGIES

What's Next?

## Need to explain your change?

Book a complimentary discovery call today: [hello@weexplainstuff.com](mailto:hello@weexplainstuff.com)

UK: +44 74 9806 1269 or SA: +27 67 735 2995



[www.weexplainstuff.com](http://www.weexplainstuff.com)