

# THE TRANSFORMATION MAP

Unlocking change  
for leaders and organisations

## THE ARROW



This is the product you sell or the service you deliver, such as running shoes.

This is what makes your offering stand out, such as convenience.

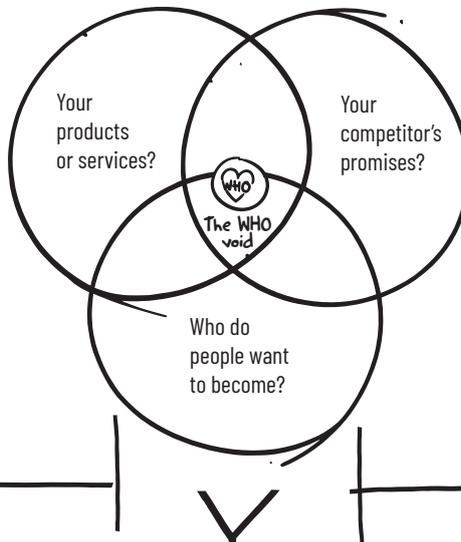
This is the personal transformation you enable, such as a mindful runner.

This is your call to arms: a specific time of day, a situation, a life-phase or a state of mind.

## The WHO

### The WHO void

A WHO void is a differentiating position in the market where an organisation can play a transformative role in people's lives.



## Transformative promise



A transformative promise is a commitment towards a positive change that you enable in people's lives.

### How to shape a transformative promise

- Customer-centric** Is the promise focused on an obstacle or benefit for people?
- Transformative** Does the promise focus on a personal change or transformation?
- Specific** Does the promise focus on a specific challenge or opportunity?
- Active** Is the promise an active encouragement?
- Operational** How is the promise enabling people across the business?

## Unlock the WHO



**Home:** Providing people with a safe and secure environment for themselves and significant others.  
Example: Lifestyle brand, KonMari, is on a mission towards simpler living: Tidy your space, transform your life.



**Finances:** Providing people with the skills and resources to feel economically secure.  
Example: Next bank enables young people to achieve their financial goals no matter what they are.



**Romance:** Enhancing the ability of people to find love and discover new meaningful connections.  
Example: Dating platform Bumble challenges female users to make the first move, basically eliminating the bro-culture of other dating platforms.



**Health:** Improving people's physical health and well-being.  
Example: Discovery incentivises people to become healthier.



**Family:** Nurturing deeper connections with family members.  
Example: The upscale hotel Wyndham offers a digital detox program, called Reconnected, addressing the vital need for quality family time over screen time.



**Personal development:** Making people understand their motivations and fears and helping them realise their goals.  
Example: RYU says, "We're here to help you achieve more than your gym goals, RYU is here for your life goals."



**Friends:** Improving friendships and connections and giving a sense of belonging.  
Example: Kind Snacks says: "Do the kind thing for your body, your taste buds & your world."



**Passion, fun and excitement:** Helping people explore new horizons, new experiences and follow their passions.  
Example: Red Bull's relentless focus on "giving wings" to daredevils.



**Mindfulness:** Unlocking the possibility for people to discover a new, deeper meaning of altruism, self-esteem, forgiveness, ethics, dignity and respect.  
Example: The app Calm is on a mission to make people happier and healthier through mindfulness.



**Societal contribution:** Providing people with a possibility to contribute to something greater than themselves and to experience community care and service.  
Example: Precious Plastic's fight against plastic pollution.



**Work:** Adding to people's professional development.  
Example: LinkedIn says: "To connect the world's professionals to make them more productive and successful."



**Emotional well-being:** Giving people increased confidence, security, vitality and emotional well-being.  
Example: Always is committed to empowering young girls and women around the world.

## Examples of promises

**Oatly:** "Make it easy for people to turn what they eat and drink into personal moments of healthy joy without recklessly taxing the planet's resources in the process"

**Kind Snacks:** "Do the kind thing for your body, your taste buds and your world"

**Nike:** "Just do it"

**Pearson:** "Help people make progress in their lives through learning"

**Apple:** "Think different"

**LEGO:** "Inspire and develop the builders of tomorrow"

**RYU:** "We're here to help you achieve more than your gym goals, RYU is here for your life goals"

**Bliskist:** "Inspire people to keep learning"

## Questions to ask yourself:

Does your purpose focus on "We" or "Me"?

Is your purpose a motivational cry to people? Do this? Become this?

Does your purpose aspire towards a change in my status quo?

Does your purpose move me towards accomplishing my goals?