

If you are looking to start a conversation with your leadership team about the concepts in Dual Transformation, consider the following questions:

1. Which **disruptive trends** have the potential to change our competitive landscape?
2. What is the **new way in which we will compete in today's core**? What old metrics are no longer relevant? Which news ones are?
3. What are the **most exciting growth opportunities** that are now options for us?
4. Who will be **our new competitors**? What unique capabilities will allow us to win?
5. How will we **sharpen current capabilities** and build new ones?
6. If we successfully execute, **who will we become**? What will be different? What will be the same?
7. What **organizational changes** will maximize our chances of success? What things, if we don't change, will inhibit success?