

# Making What Matters to You Matter to Others

Lisa Gable,  
Author of Wall Street Journal Bestseller  
*TURNAROUND*





OWN THE  
PURPLE  
ELEPHANT  
IN THE  
ROOM



Making what  
matters to you  
matter to  
others...

- Build relevance for any idea you are promoting
- Surround yourself with smart people
- Use research and data as your secret weapon

**TAKING THE  
Scenic route**



Be agile.

Be playful.

embrace your  
inner unicorn.



The Power of the Big Idea





We set out to  
become a unique  
Catalyst for change..



"Catch your  
opponent  
doing  
something  
right."



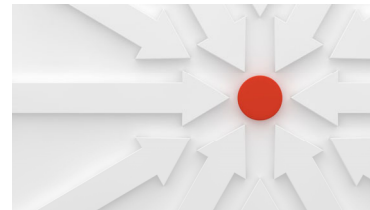
Find the  
positives in the  
conversation as  
opposed to  
focusing on the  
negatives.





## Big Ideas Drive Results

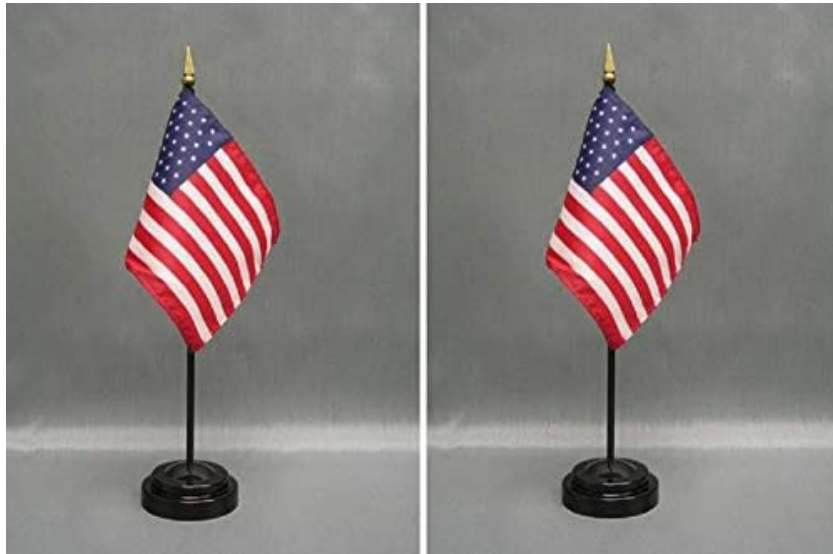
- Go Deep In the Moment
- Evaluate Unintended Consequences
- Use a unified vision











The \$10.00 Tuna Fish Sandwich

## Delivering American jobs



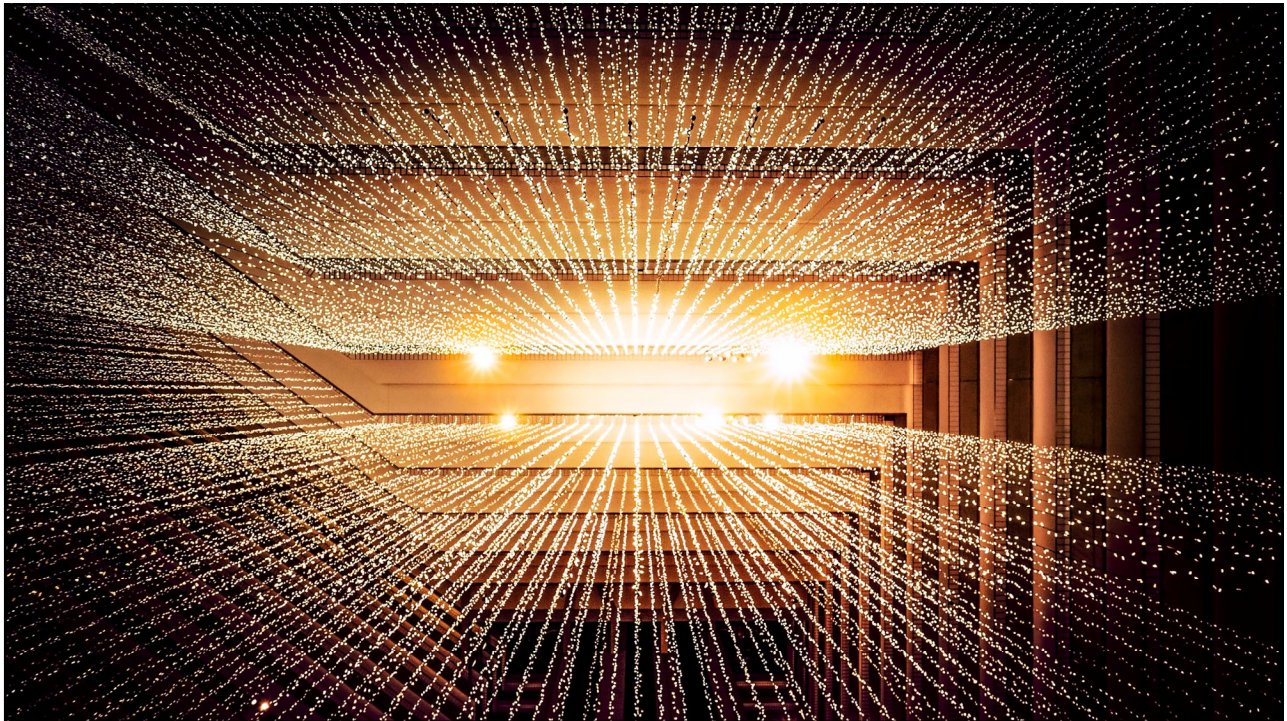
## Beer & Baseball



## Analysis

What went wrong in the past?

Develop a plan how you will change It?

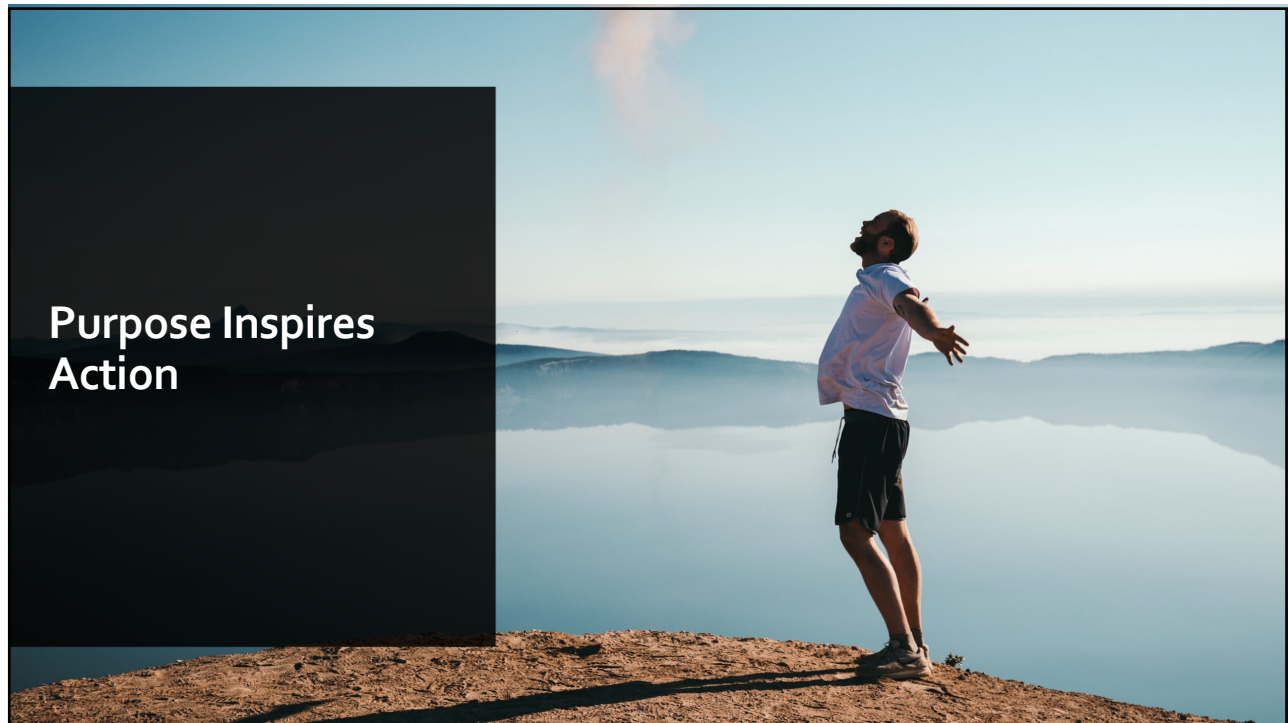




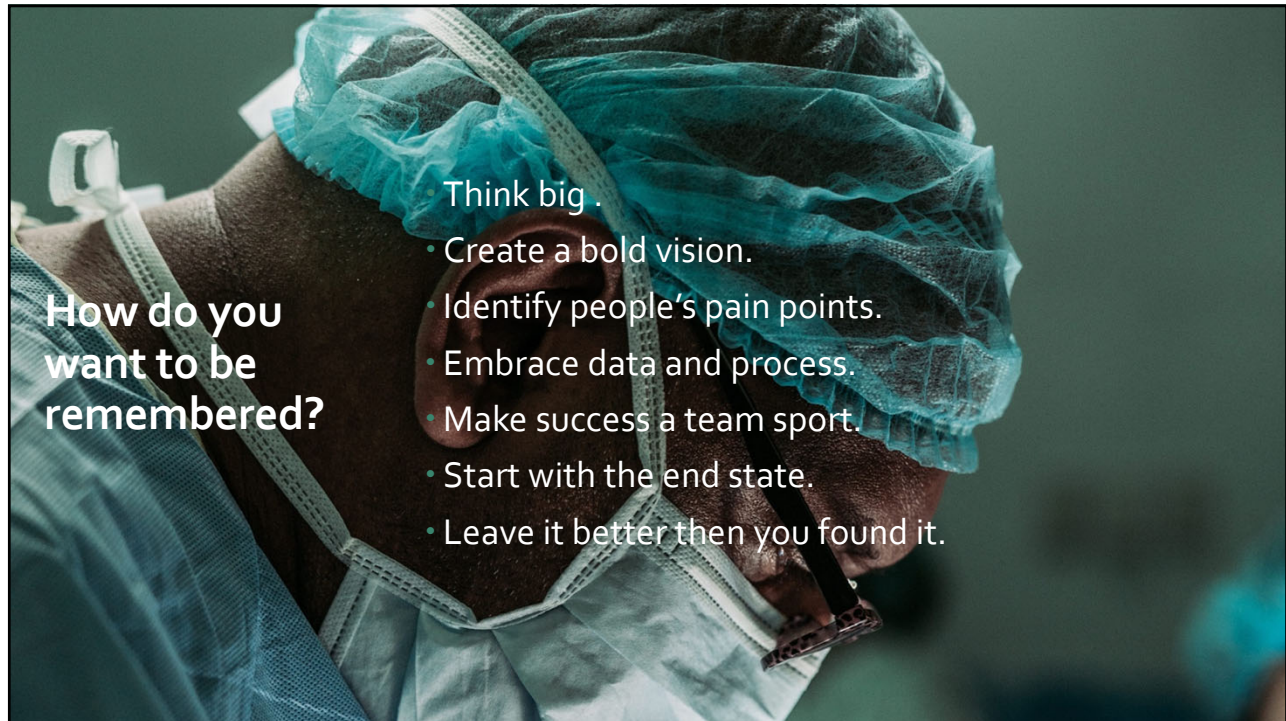


## Blueprint to access

To execute with confidence, you need accurate data to make decisions.



Purpose Inspires  
Action



**How do you want to be remembered?**

- Think big .
- Create a bold vision.
- Identify people's pain points.
- Embrace data and process.
- Make success a team sport.
- Start with the end state.
- Leave it better then you found it.



**The World Doesn't  
Happen to You...  
You Happen to It**