

# Dominic Thurbon eVideo Program

Dominic Thurbon has cracked the code for making change happen. Changenomics is the ultimate formula for driving innovation and collaboration, and future-proofing your workforce.



## Keep the Momentum Moving

Changing and creating new habits is process, If you're looking to cement new habits, keep the messages alive months post event, or provide practical tools in a format that's easy to access and share. Dominic Thurbon has created a series of eVideos to support you in making sure change happens:

- Facts!**
- ▶ It takes on average 21 days to cement a new habit for an individual or team.
  - ▶ Two days following a presentation, most delegate's recall only 25% of what they heard, diminishing to less than 10% after five days.
  - ▶ 58% of adults prefer to access learning materials online or on their Smart Device.
  - ▶ Video content is more likely to be shared amongst peers and revisited multiple times.

This video program can be either emailed directly to your delegates, shared by Managers, used as a team coaching tool or posted online as part of your intranet or internal learning portal.

### How long do we have access to the program?

You have unlimited access to the videos once they have been received, so participants can revisit the tools as often as is required.

### How many people can be given access?

The price includes delivery of the video files, which can be distribute as you wish to delegates or posted on an internal intranet.

### Can we use the videos in other capacities?

Absolutely, once you have the received the videos they are your tools to use for coaching, staff training or ongoing learning.

**The six part motivation injection covers the key topics of:**

### 1. The Four Forces of Change

Do you feel the pressure to do more, with less, faster? In this video Dom delves into the four forces of change: Increasing complexity, rising accountability, compression of time and space & rising expectations on behalf of everyone about everything.

watch  
me...



### 2. If you knew what I knew what I knew you'd be unstoppable

Tap into the wisdom of your staff and help people get access to right information at the right time to help them get their job done. Apply the power of social network to your enterprise and build your networks at the speed of what you are looking for.

watch  
me...



### 3. The Power of Ignorance

Selectively and deliberately employ the power of ignorance to help you see opportunity where you otherwise may not. Take a look at a fascinating example of a hospital emergency room adapting their procedures based on those of a Ferrari racing team to minimise fatalities.

### 4. The Holy Trinity of Collaboration

Take a look at how people from around the world are embracing new social technologies to drive collaboration. The holy trinity: Social networking, content sharing tools, knowledge aggregation tools.

### 5. Winning the War for Talent

The number one tool organisations can use to attract and engage talent is telling the right stories. By setting the intention of the business as a whole and showing your staff that they are all equally valued you can get the best results.

### 6. Leading as a Change Agent

If you want to change the way people behave as a leader you have to do two things, let them actively see the results of their work, good and bad & give them authority and responsibility to effect change within their own realm.