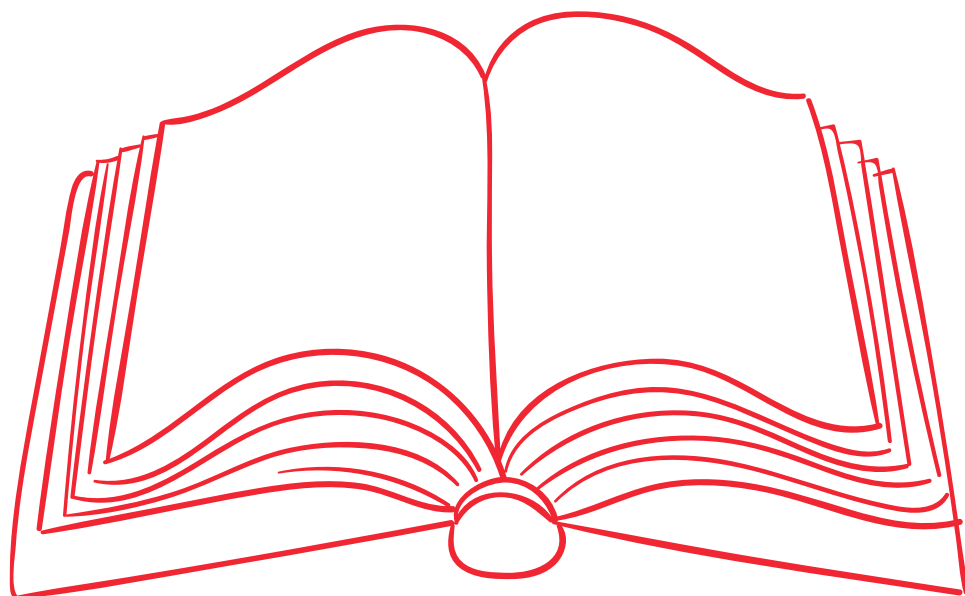


EASY REINVENTION LAB **2026 WORKBOOK**



Meet our global community



Created by:

Dr. Nadya Zhexembayeva

In *Ventures* magazine calls her “The Reinvention Guru.” TEDx Navesink calls her “The Queen of Reinvention.” Dr. Nadya Zhexembayeva is a scientist, entrepreneur, and author specializing in resilience and reinvention.

As a consultant and an educator, Nadya helped such companies as Coca-Cola, IBM, Cisco, L’Oreal Group, Danone, Kohler, Erste Bank, Henkel, Knauf Insulation, and Vienna Insurance Group reinvent their products, leadership practices, and business models to meet new market demands and prepare for incoming disruptions. As a speaker, she delivered keynotes and workshops to more than 500,000 executives, and four TEDx talks. Nadya is the author of several books, including *Overfished Ocean Strategy: Powering Up Innovation for a Resource-Deprived World*, which was named Best Book of 2014 by Soundview Executive Book Summaries, and *Embedded Sustainability: The Next Big Competitive Advantage*, which was selected as one of the Best Sustainability Books of All Times by BookAuthority. Her latest book, *The Chief Reinvention Officer Handbook: How to Thrive in Chaos*, was a finalist in the American Book Fest Awards, the winner of the 2021 Axiom Business Books Awards, and the winner of the Kirkus Star designation.

We invite you to join our private Telegram channel, where we share resources and help you leverage a community of reinvention practitioners worldwide.

 [Join Reinvention Society](#)



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WELCOME!

So glad you are here!



I am so happy you decided to invest your time into something truly powerful!

The Easy Reinvention Lab was born in the middle of COVID-19 (well, not sure where the middle is anymore).

Prior to the pandemic, I've helped some of the best companies in the world to weather economic storms.

Then the pandemic struck, and it was clear that it was time to make our reinvention tools accessible to many, not just the exclusive few. Working with hundreds of companies, we've been able to bring some elements of our Reinvention Method to the masses with this simple "do it yourself" program.

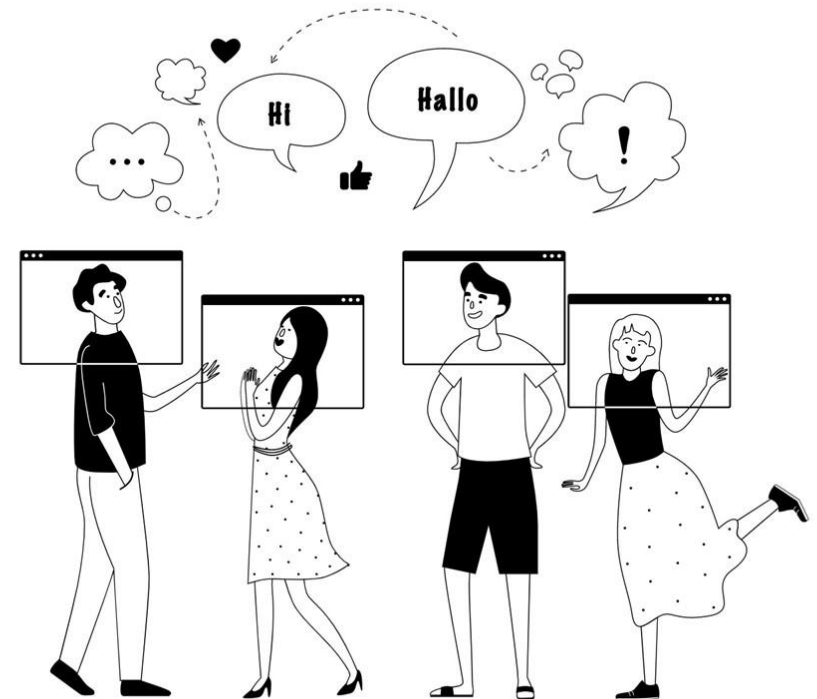
The Lab was attended by several thousand participants by now. As a result, crucial cost savings and bottlenecks got discovered, new products and services launched, and countless jobs saved.

It's time for you to get the same remarkable results.

Welcome to the Easy Reinvention Lab.

Let's roll up our sleeves!

Dr. Nadya Zhexembayeva



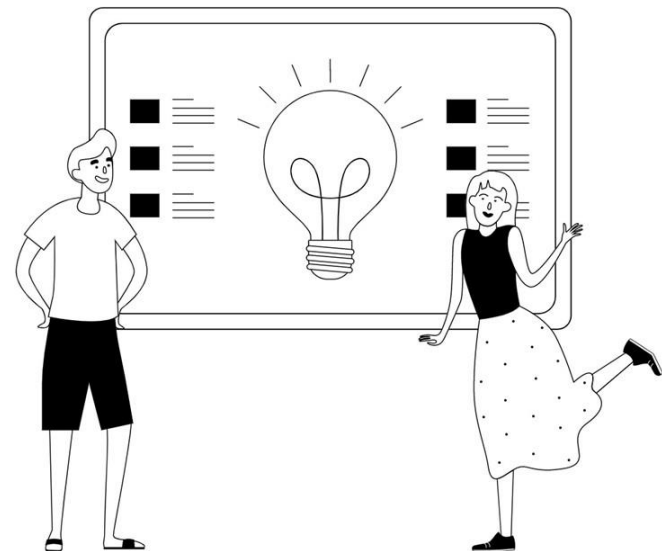
Day 1

Managing uncertainty & fear

In the middle of the crisis, it's tempting for leaders to jump to rational solutions — but our brain cannot function rationally before we solve one emotional problem: FEAR

To solve this challenge, we've put together an exercise that allows you, your team, your clients, or your family to:

1. Become aware of the emotions that might still be tacit — and honor them
2. Work with those emotions to focus and prioritize possible responses
3. Organize meaningful action



01

Step one is to list all fears in one big list — which allows us to become aware of what we are feeling and why. Often, people are not able to fully vocalize the nature of their fear, so you have to prompt them to expand on the potential impact of the realization of the risks they are afraid of.

Our job is not to judge the fears — but simply record them. We might notice that we are afraid of only a few things, but keep giving our fears different names, which creates an illusion that there are more things to be afraid of.

And if your team or client is not reacting to the word “fear” in the most productive way, use the words “threats”, “risks”, or “challenges” instead.

FEARS: “I am afraid of...”**IMPACT: “If my fear materializes, it will lead to...”**

02

Step two is to sort out all the fears we identified into **3 buckets**: things we can **directly** control, things we can influence at least **partially**, and things that are completely **outside** of our control. For example, we might be able to impact the mood of the crew or fix the sails – but cannot impact the wind.

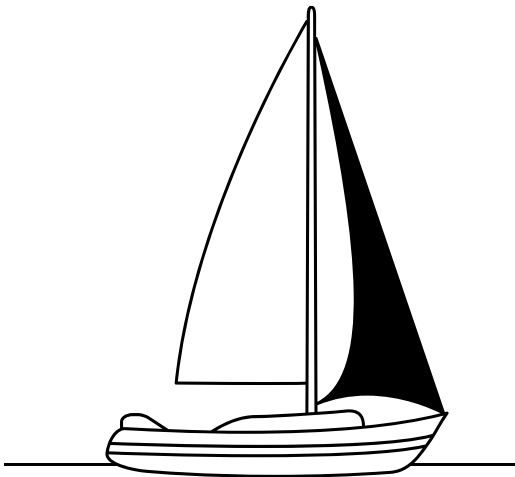
This might entice some honest conversations of what we can and cannot control - so go with it. At the end of the sorting, everyone who is participating needs to commit to 80-20 rule – spending 80% of energy on things inside the blue and red circles.

Tip: it might be helpful to number the ideas on the previous page and place the numbers on this grid.

**What is outside
of our control?**

**What can
we influence?**

**What
can we
directly
control?**



03

Step three is to agree on concrete actions to be taken that are within our control or influence.

What should be done? Who is leading, who is participating? By when should it be done?

This is the time to focus the energy on something concrete we can directly control or influence - and help everyone to use fear productively.

WHAT	WHO	BY WHEN
		
		
		

Day 2

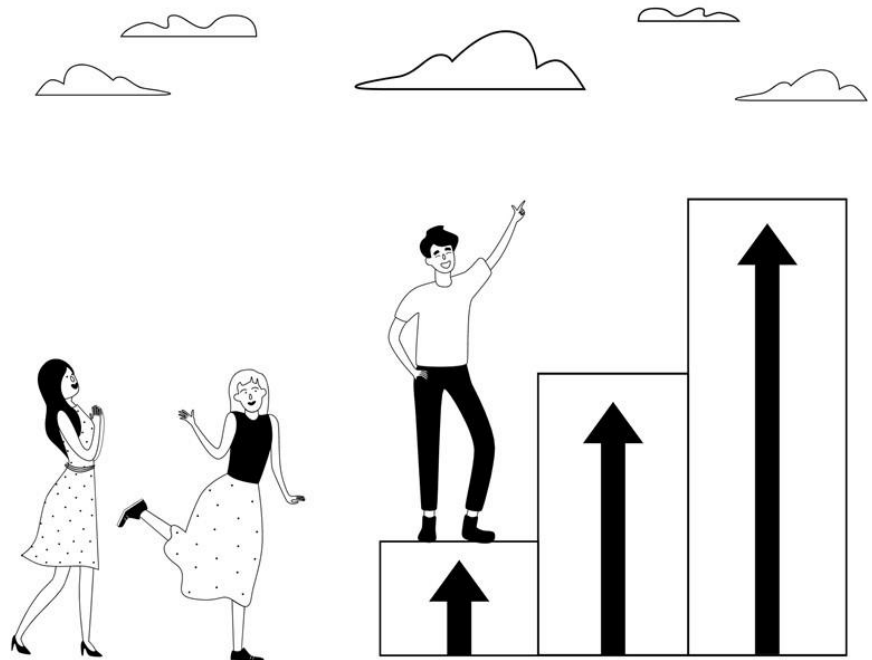
Getting clear on customer needs

Now that you are clear about your company and your team, it's time to focus on your customers.

We want you to walk in your customers' shoes – to understand deeply what's happening in their wallets and minds and clarify what they need in this new turbulent reality.

To do this, we need:

1. Understand how your customers' objective reality has changed — and what the new limitations are
2. Understand what priorities your customers have at this moment — what do they value the most?
3. Lay the foundation to reinvent your products, services, processes, or business model in accordance with the new needs and limitations



01

We've worked on getting our organization, our team, and ourselves ready for reinvention. Now it's time to get a clear understanding of how the needs and requirements for the product or service have changed. To do this, it is important to:

1. Identify key parameters or criteria of product performance that were important to the client **before the crisis** or **in the past** — and evaluate each of the parameters according to the degree of importance (for example: reasonable price – medium importance; high quality — high importance; customer support — low importance) using one color.
2. Identify key parameters that are important to the client **after the crisis** or **in the future** — and evaluate each of the parameters according to the degree of importance using another color.

If you are reinventing yourself, you can either think of yourself as your own customer – or think of others (companies or individuals) as your customers. We are reinventing and repurposing [Blue Ocean Strategy](#) canvas to capture the results – and you need to watch Day 3 video for how to work with this canvas.

HIGH importance							
MEDIUM importance							
LOW importance							
Each parameter's degree of importance	Parameter #1	Parameter #2	Parameter #3	Parameter #4	Parameter #5	Parameter #6	Parameter #7

Day 3

Creating an achievable plan

Your company is ready, your team is on board. Time to reinvent.

Today is all about getting clear on what exactly you can and should change. For that, we will:

1. Start with basic brainstorming
2. Do a simple but powerful sorting exercise to get more focused and maximize the likelihood of success



01

Based on all the work you've done so far, it's time to decide how to change your products, services, processes or business model. What should be decreased or increased? What should be stopped and removed completely? What should be started that has not been done before?

Make sure you number every idea — as you will need to sort them later and it would make it easier. Or you can use a wall with post-it notes for this exercise to give yourself more room to think (share your post-it wall photo in our Telegram channel!)

What should be decreased?**What should be increased?****What should be removed?****What should be added?**

02

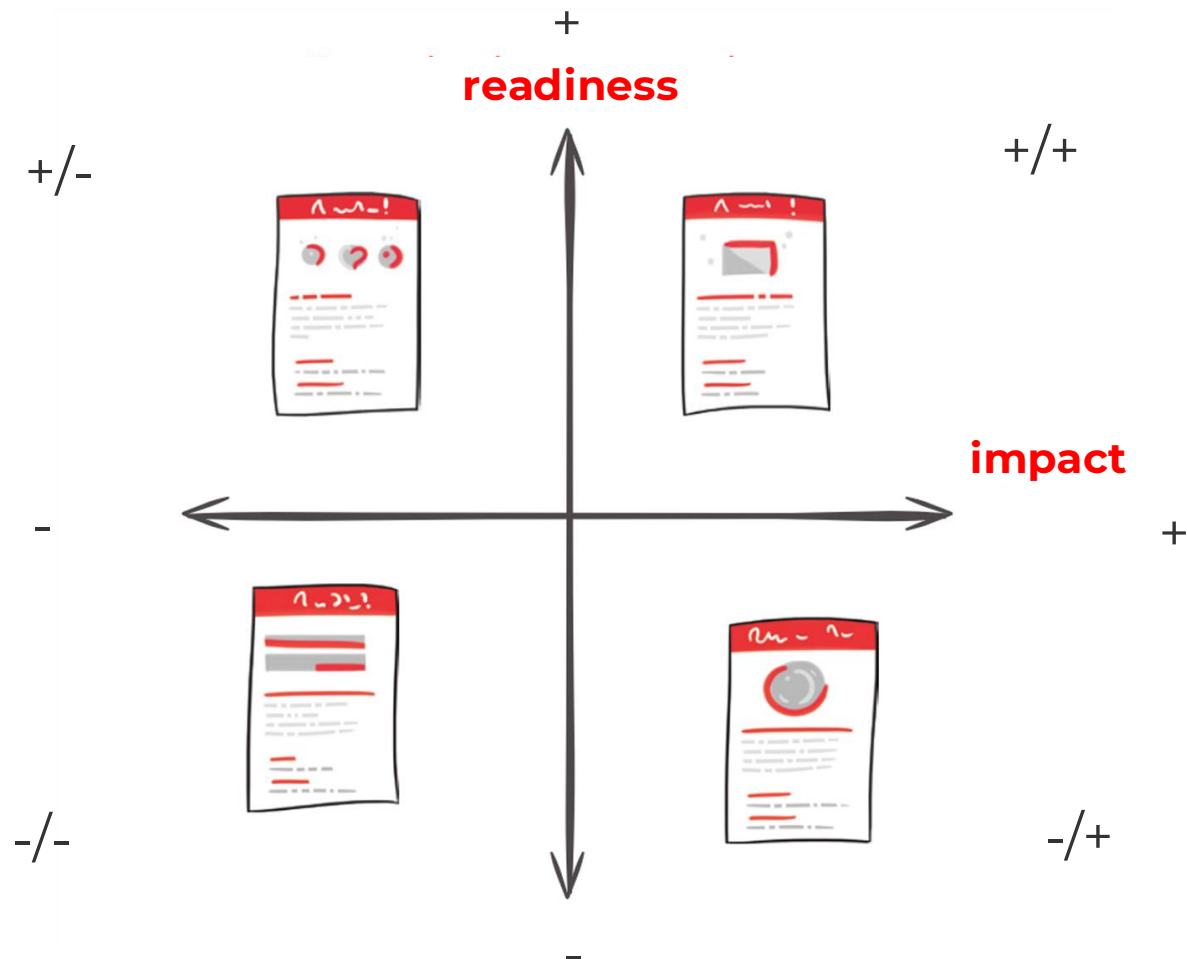
Once the brainstorming is complete and you have plenty of ideas in all 4 categories, it's time to prioritize.

Use 2 different criteria to sort your ideas:

A. First, decide the level of **impact** an idea might have, how much benefit it can bring

B. Second, decide how **prepared** your organization is, including you and your team, to implement this idea. Ideas that fit in the +/- category are the winners. Time to put them into action!

Tip: use a wall to sort things out with post-it notes or number the ideas on the previous page and use the numbers on this grid.



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5 in-depth
reinvention cases
plus additional
ready-to-use
examples from 118
companies



58 strategic
questions for you to
answer that will
guarantee your
company survives
and thrives in chaos



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