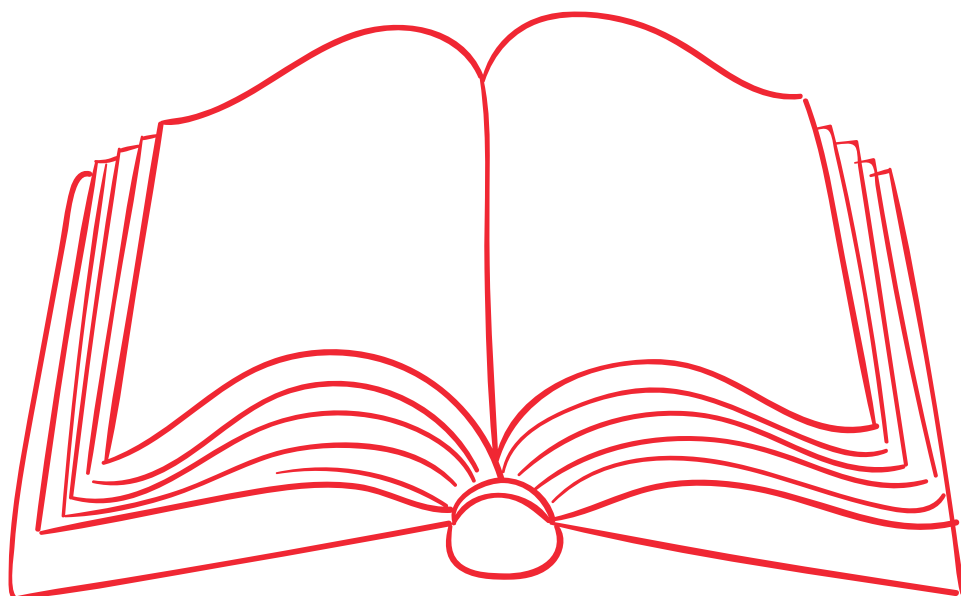


# EASY REINVENTION LAB 2025 WORKBOOK



# 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](#)



# Want to use the Lab workbook with your team or clients without violating copyright?

All tools are provided for individual use. To use any of the exercises with your team or your clients, purchase the lifetime license and get 2 additional tools AND a set of amazing bonuses today!



**[Click Here to Purchase License Pass](#)**

# 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.

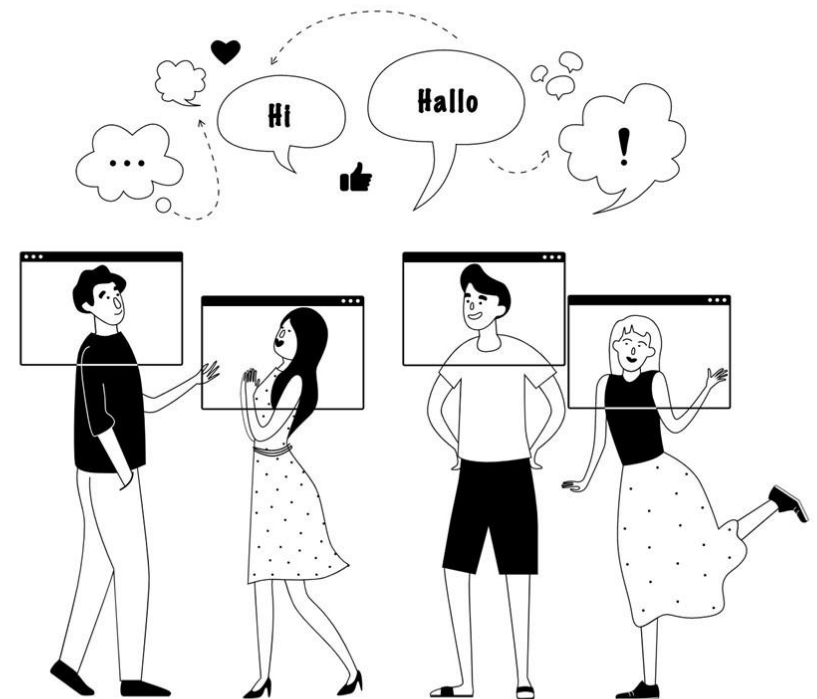
The Lab was attended by several thousand participants by now. As a result, crucial cost savings and bottlenecks got discovered, new products and services launched, and countless jobs saved.

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

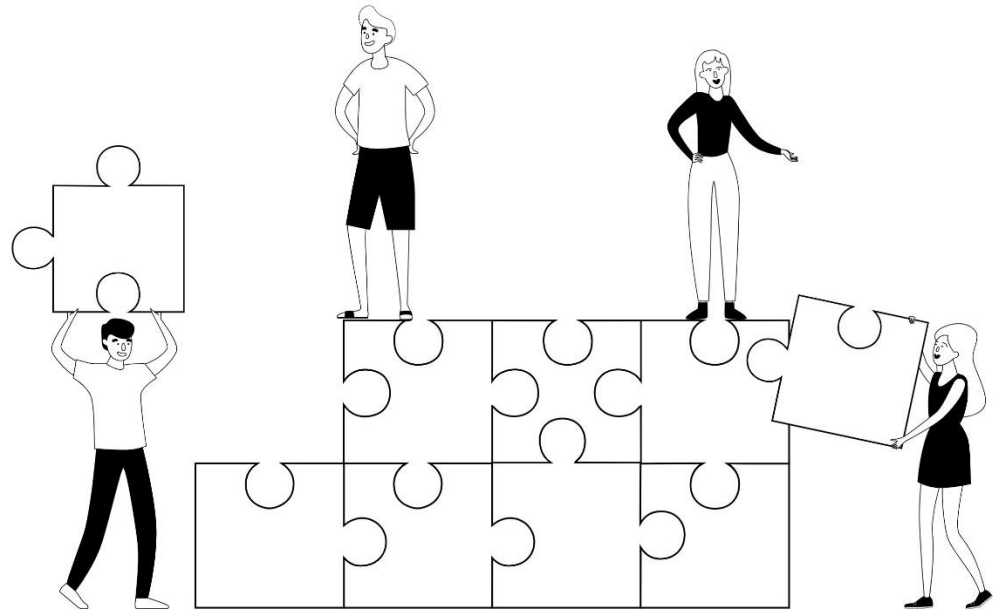
## Future-ready organization

### Are you suffering from Titanic Syndrome?

During Day 1 of our Easy Reinvention Lab, we talked about the new volatile and uncertain reality in which our companies and communities operate today — which comes with an accelerated speed of change.

When an organization (or a person) is not able to adapt to the speed and intensity of change, it can bring about its own collapse. We call such disease a “Titanic Syndrome.”

Are you suffering from Titanic Syndrome? Day 1 of the Workbook gives you an answer — and the test not only offers a diagnosis, but the clues for what can be improved as well.



# Is your organization suffering from Titanic Syndrome?

Read each statement below. On the scale from 0 to 5, zero being “This is nothing like our company” and 5 being “This is 100% our company”, assess the relevance of each statement for your organization.

ANTICIPATING CHANGE	DESIGNING CHANGE	IMPLEMENTING CHANGE
<p>Our company gets insights and warnings <b>from the same sources</b> (for example, suppliers, customers, professional magazines, etc) and <b>rarely</b> goes out of its comfort zone in soliciting information from unusual sources.</p> <p>0      1      2      3      4      5</p>	<p>I <b>regularly</b> hear “We have always done it this way” and “That’s just the way we do it here” when discussing change at company meetings.</p> <p>0      1      2      3      4      5</p>	<p>I <b>have not received any training or instruction</b> for how to start and implement change in our company. I (and most likely many others) am <b>not sure</b> what the procedure is if I want to introduce change.</p> <p>0      1      2      3      4      5</p>
<p>Other employees and I are <b>rarely asked to share</b> insights and reflections on potential threats, disruptions or opportunities to our business.</p> <p>0      1      2      3      4      5</p>	<p>Most people in our company <b>get angry and frustrated</b> with the need to do something differently, even if it is for the better.</p> <p>0      1      2      3      4      5</p>	<p>There are significant gaps between <b>what we say</b> about our company’s commitment to change and <b>how we actually work</b>, allocate our resources, spend our time at meetings, award bonuses, etc.</p> <p>0      1      2      3      4      5</p>
<p>When our company gets insights and warnings about potential disruptions, they are shared with a <b>small group of people</b>.</p> <p>0      1      2      3      4      5</p>	<p>In our company, leaders often <b>justify their decisions using past experience as the main argument</b>. For example, “Trust me, I’ve done it a million times” or “We tried it this way already, it will never work.”</p> <p>0      1      2      3      4      5</p>	<p>In our company, <b>we do not welcome</b> “practice rounds” or experimentations. Instead, we are expected to execute all change perfectly and are <b>punished for mistakes and failures</b>.</p> <p>0      1      2      3      4      5</p>
<p>In our company we usually start <b>reacting</b> when we are pressed by an unfolding crisis, rather than <b>anticipate</b> possible threat or opportunity and respond <b>proactively</b>.</p> <p>0      1      2      3      4      5</p>	<p>When we fail, our company often places blame on somebody <b>on the outside</b> (competitors, suppliers, government, consumers). In other words, we are blaming the iceberg.</p> <p>0      1      2      3      4      5</p>	<p>During the process of change, we <b>rarely</b> stop to celebrate small or short-term wins. Often <b>we feel demotivated</b> and cannot see the progress we are making.</p> <p>0      1      2      3      4      5</p>
<p>We <b>don’t take enough time</b> for reflection, strategizing, creative thinking and proactive action.</p> <p>0      1      2      3      4      5</p>	<p>In our organization, changes are made by a small group of people. <b>Employees rarely get an opportunity to actively engage in developing and deciding on</b> the new products, processes, and strategies – and learn about decisions at the time of rollout.</p> <p>0      1      2      3      4      5</p>	<p>The way our company is organized <b>makes it difficult to react to change quickly</b>. For example, our budgeting process is very bureaucratic, making it hard to introduce change in the middle of the year, or our production and investment decisions lock us into a product for years with no easy way to change.</p> <p>0      1      2      3      4      5</p>

# How is **your organization** doing?

Sum up all numbers circled and put the total here:

## GUIDE TO SCORES

56-75	36-55	16-35	0-15
Man the lifeboats! You have Titanic Syndrome	Significant signs of Titanic Syndrome	Reasonable change and rein- vention skills, with a growing risk for Titanic Syndrome	Excellent change and reinvention skills

# What do you need to work on the most?

Sum up all numbers for each category and put the totals into boxes below:

<input type="text"/> <b>ANTICIPATING CHANGE</b>	<input type="text"/> <b>DESIGNING CHANGE</b>	<input type="text"/> <b>IMPLEMENTING CHANGE</b>
---	--	---

# Are **you** suffering from Titanic Syndrome?

Read each statement below. On the scale from 0 to 5, zero being “This is nothing like me and my life” and 5 being “This is 100% me”, assess the relevance of each statement for your life and career. Try to be as honest with yourself as you can.

ANTICIPATING CHANGE	DESIGNING CHANGE	IMPLEMENTING CHANGE
<p>I get insights and warnings <b>from the same sources</b> (for example, colleagues, news sources, friends, networks, etc.) and <b>rarely</b> go out of my comfort zone in soliciting information from unusual sources.</p> <p>0      1      2      3      4      5</p>	<p>I <b>regularly</b> revert to “I have always done it this way” and “That’s just the way we do it in this family (or this company)” when faced with an invitation to change something in my life or career.</p> <p>0      1      2      3      4      5</p>	<p>I <b>have not invested in any training</b> for how to start and implement change in my life or work. I am <b>not sure</b> what are good practices and tools for managing change successfully.</p> <p>0      1      2      3      4      5</p>
<p>I <b>rarely spend time reflecting on</b> and <b>generating insights</b> on potential threats, disruptions, or opportunities for my life and career.</p> <p>0      1      2      3      4      5</p>	<p>I often <b>get angry and frustrated</b> when faced with the need to do something <b>differently</b> in my personal or professional life, even if it is for the better.</p> <p>0      1      2      3      4      5</p>	<p>There are significant gaps between <b>what I say</b> about my commitment to changing something in my life and <b>how I actually live</b>, work, allocate resources, spend my time, etc.</p> <p>0      1      2      3      4      5</p>
<p>When I generate reflections, insights, and warnings about potential disruptions to my life and career, I share them with a <b>very small group of potentially affected people</b> (family, friends, colleagues, partners, etc.) or even keep it all to myself.</p> <p>0      1      2      3      4      5</p>	<p>My decisions are more often influenced by <b>external ideas and demands</b> than by my own strong, clear, proactive strategy or consistent efforts.</p> <p>0      1      2      3      4      5</p>	<p>In my life and work, I <b>do not welcome</b> “practice rounds” or experimentations. Instead, I expected to execute all change perfectly on the very first attempt and <b>punish or criticize myself</b> for mistakes and failures in the process.</p> <p>0      1      2      3      4      5</p>
<p>In my life and work, I usually start <b>reacting</b> when I am pressed by an unfolding crisis, rather than <b>anticipate</b> possible threat or opportunity and act <b>proactively</b>.</p> <p>0      1      2      3      4      5</p>	<p>In my life and work, I often <b>justify my decisions using past experiences as the main argument</b>. For example, “Trust me, I’ve done it a million times” or “We tried it this way already, it will never work.”</p> <p>0      1      2      3      4      5</p>	<p>During the process of change, I <b>rarely</b> stop to celebrate small or short-term wins. Often, I <b>feel demotivated</b> and cannot see the progress I am making.</p> <p>0      1      2      3      4      5</p>
<p>I <b>don’t take enough time</b> for reflection, strategizing, creative thinking, and proactive action.</p> <p>0      1      2      3      4      5</p>	<p>When I fail, I often place blame <b>on somebody else</b> (parents, family members, bosses, competitors, suppliers, government, etc.).</p> <p>0      1      2      3      4      5</p>	<p>The way my life is organized <b>makes it difficult to react to change quickly</b>. (For example, I do not allocate time in my schedule for reflection and experimentation; I have not yet created savings to finance change in my life; etc.)</p> <p>0      1      2      3      4      5</p>



# How are **you** doing?

Sum up all numbers circled and put the total here:

## GUIDE TO SCORES

56–75	36–55	16–35	0–15
Man the lifeboats! You have Titanic Syndrome	Significant signs of Titanic Syndrome	Reasonable change and rein- vention skills, with a growing risk for Titanic Syndrome	Excellent change and reinvention skills

# What do you need to work on the most?

Sum up all numbers for each category and put the totals into boxes below:

<input type="text"/>	<b>ANTICIPATING CHANGE</b>	<input type="text"/>	<b>DESIGNING CHANGE</b>	<input type="text"/>	<b>IMPLEMENTING CHANGE</b>
----------------------	--------------------------------	----------------------	-----------------------------	----------------------	--------------------------------

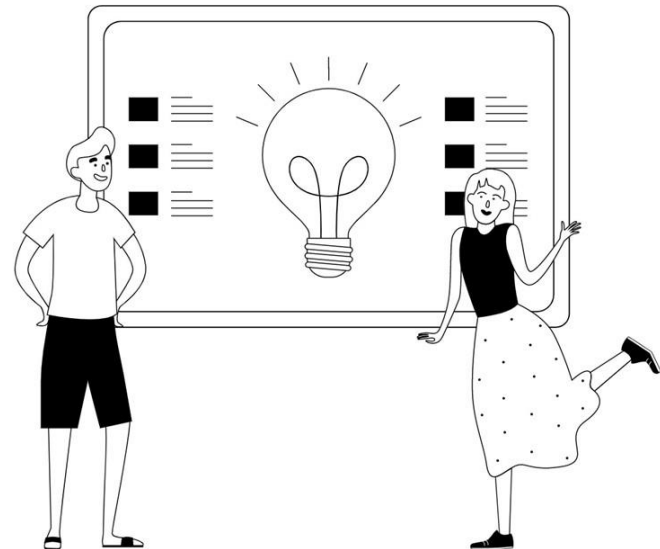
# Day 2

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.

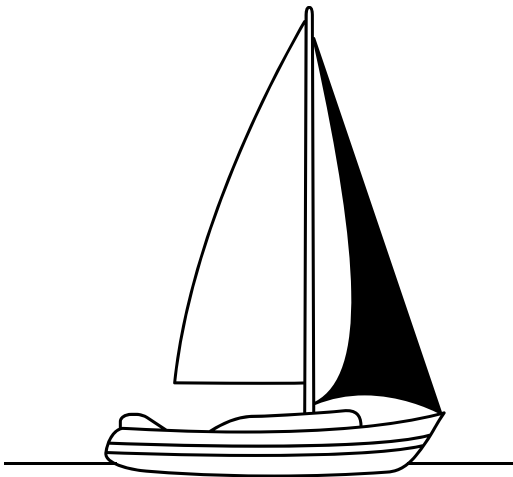
This might entice some honest conversations of what we can and cannot control - so go with it. At the end of the sorting, everyone who is participating needs to commit to 80-20 rule – spending 80% of energy on things inside the blue and red circles.

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
		
		
		

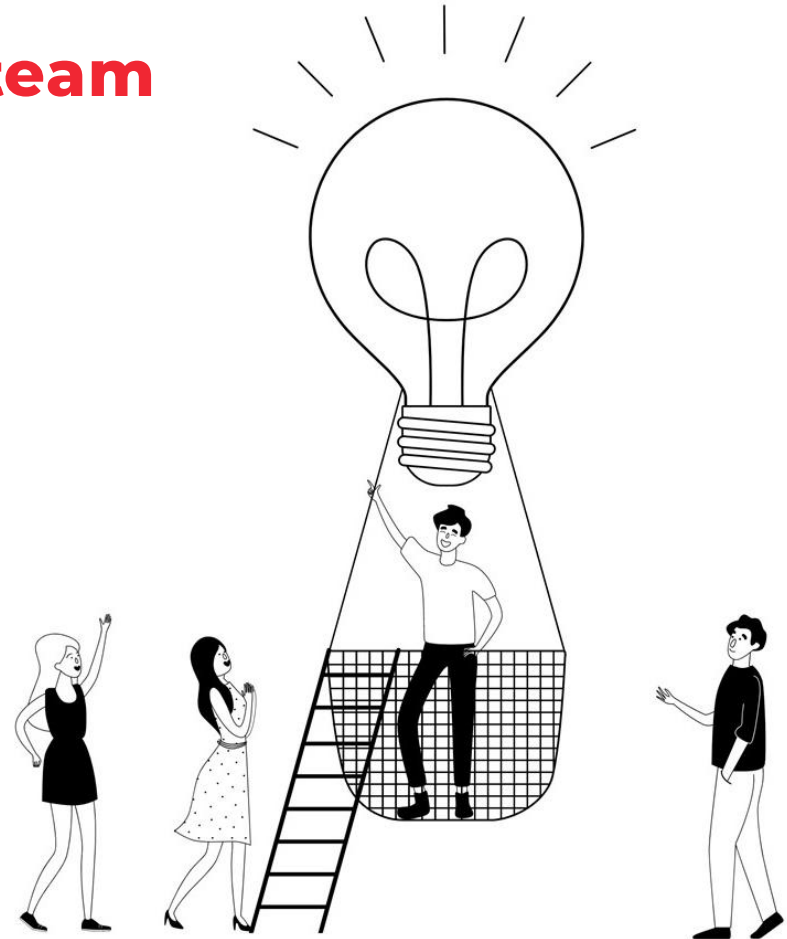
# Day 3

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

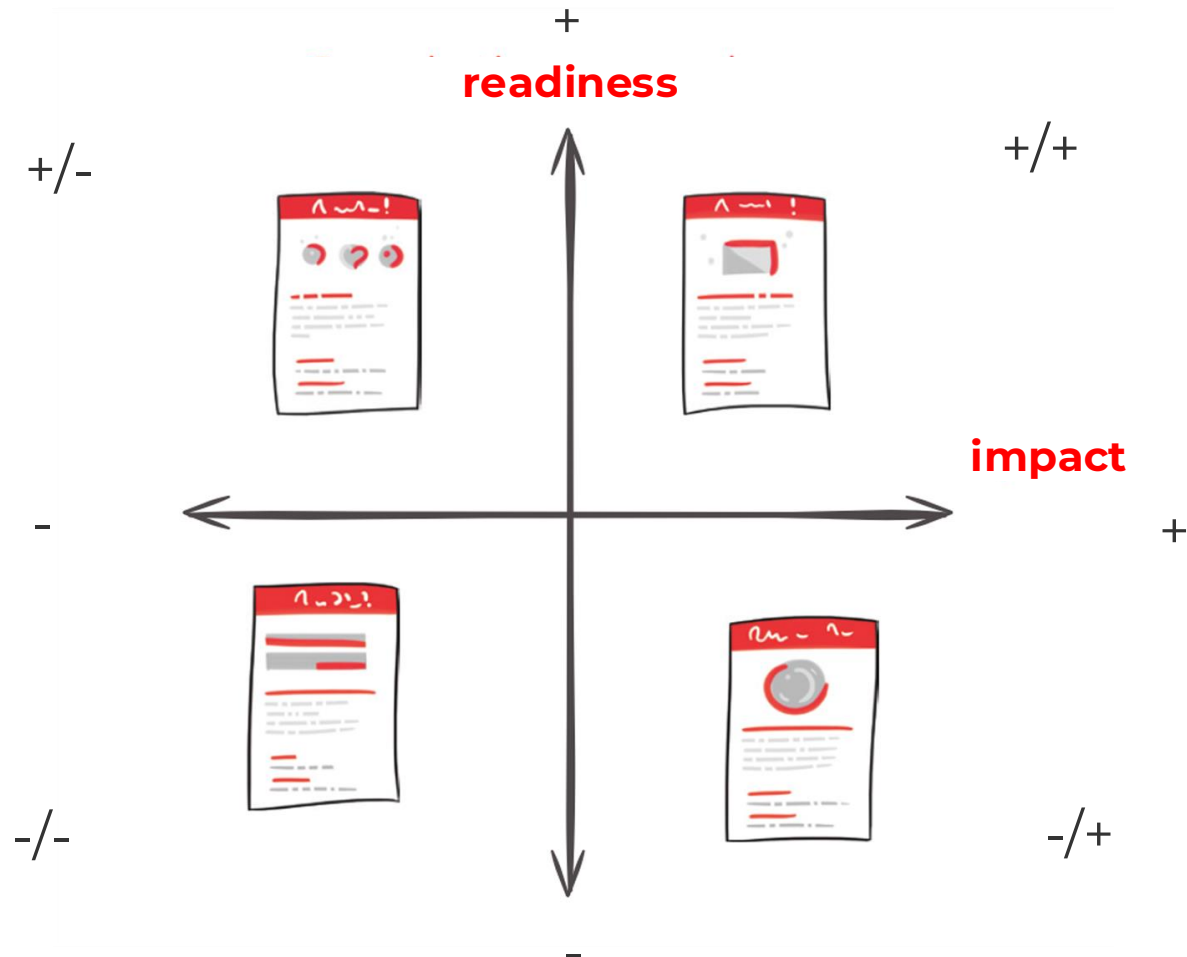
Once the brainstorming is complete and you have plenty of ideas in all 4 categories, it's time to prioritize.

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.





# Want to use the Lab workbook with your team or clients without violating copyright?

All tools are provided for individual use. To use any of the exercises with your team or your clients, purchase the lifetime license and get 2 additional tools AND a set of amazing bonuses today!



**[Click Here to Purchase License Pass](#)**

# LIKE THESE TOOLS AND WANT MORE? ORDER THE BOOK TODAY



9 field-tested tools,  
including a bonus  
insert with 25  
business model  
reinvention cards



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



Amazon



PDF Version

