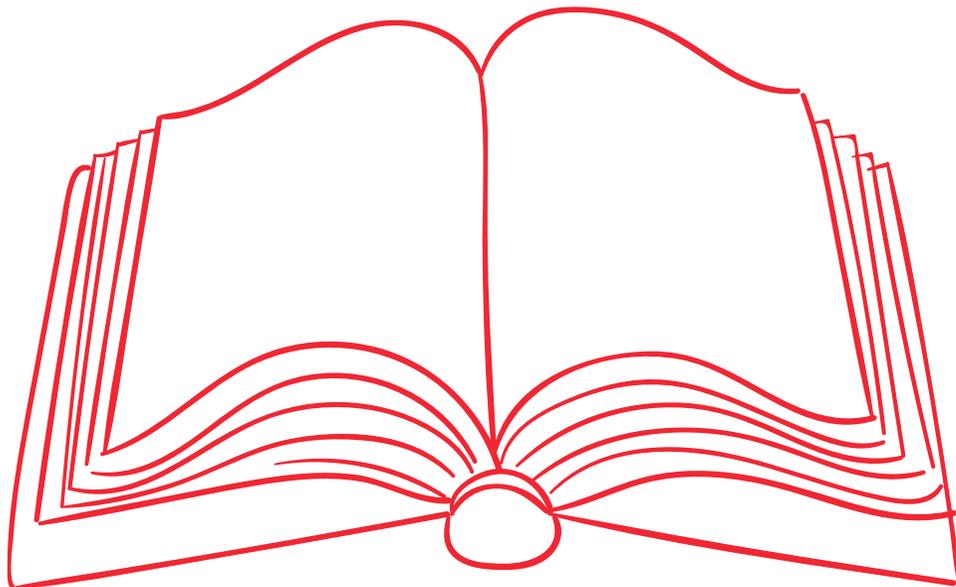


EASY REINVENTION LAB 2026 WORKBOOK



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.

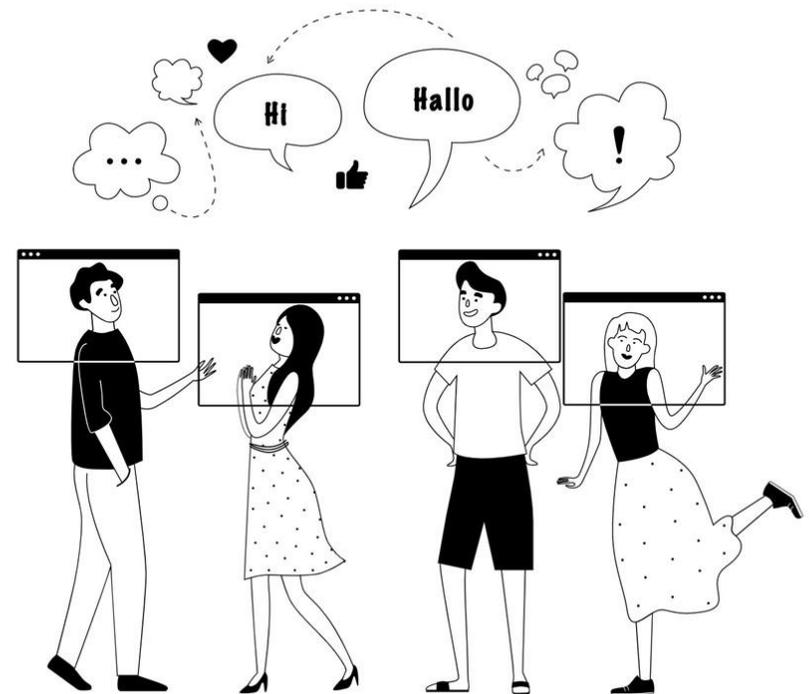
The Lab has been attended by 20,000 participants so far. As a result, crucial cost savings and bottlenecks were discovered, new products and services were launched, and countless jobs were saved.

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

A future-ready organization

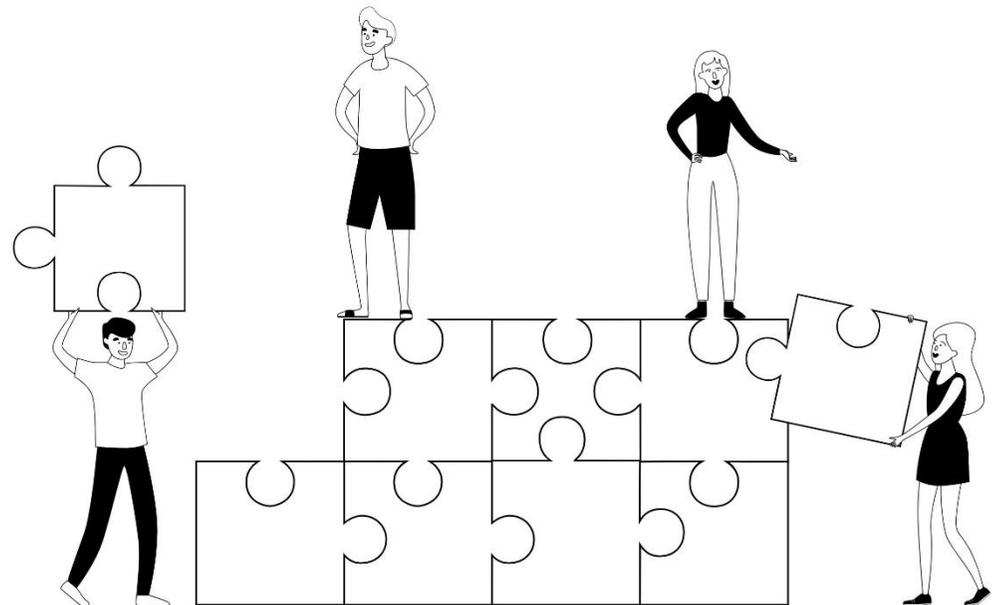
Are you suffering from Titanic Syndrome?

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.”

When it comes to AI, 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.



When it comes to AI, 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 regarding AI from the same sources (for example, suppliers, customers, professional magazines, etc.) and rarely goes out of its comfort zone in soliciting information from unusual sources.</p> <p>0 1 2 3 4 5</p>	<p>I regularly hear “We have always done it this way” and “That’s just the way we do it here” when discussing AI-related change at company meetings.</p> <p>0 1 2 3 4 5</p>	<p>I have not received any training or instruction for how to start and implement AI-related change in our company. I (and most likely many others) am not sure what the procedure is if I want to introduce AI-related change.</p> <p>0 1 2 3 4 5</p>
<p>Other employees and I are rarely asked to share insights and reflections on potential threats, disruptions or opportunities related to AI in our business.</p> <p>0 1 2 3 4 5</p>	<p>Most people in our company get angry and frustrated with the need to do something differently, even if it is for the better. Changing things because of AI feels overwhelming to many.</p> <p>0 1 2 3 4 5</p>	<p>There are significant gaps between what we say about our company’s commitment to AI and how we actually work, 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 AI disruptions, they are shared with a small group of people.</p> <p>0 1 2 3 4 5</p>	<p>In our company, leaders often justify their decisions using past experience as the main argument. 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, we do not welcome “practice rounds” or experimentations when it comes to AI. Instead, we are expected to execute all change perfectly and are punished for mistakes and failures.</p> <p>0 1 2 3 4 5</p>
<p>In our company we usually start reacting when we are pressed by an unfolding crisis, rather than anticipating possible threats or opportunity and respond proactively to AI.</p> <p>0 1 2 3 4 5</p>	<p>When we fail, our company often places blame on somebody on the outside (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 adapting AI, we rarely stop to celebrate small or short-term wins. Often we feel demotivated and cannot see the progress we are making.</p> <p>0 1 2 3 4 5</p>
<p>We don’t take enough time for reflection, strategizing, creative thinking and proactive action relevant to the topic of AI.</p> <p>0 1 2 3 4 5</p>	<p>In our organization, AI-related changes are made by a small group of people. Employees rarely get an opportunity to actively engage in developing and deciding on 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 makes it difficult to react to change quickly. For example, our budgeting process is very bureaucratic. That means AI-related change often gets stuck without any significant progress.</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
<p>Man the lifeboats! You have Titanic Syndrome</p>	<p>Significant signs of Titanic Syndrome</p>	<p>Reasonable change and rein- vention skills, with a growing risk for Titanic Syndrome</p>	<p>Excellent change and reinvention skills</p>

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"/> ANTICIPATING CHANGE	<input type="text"/> DESIGNING CHANGE	<input type="text"/> IMPLEMENTING CHANGE
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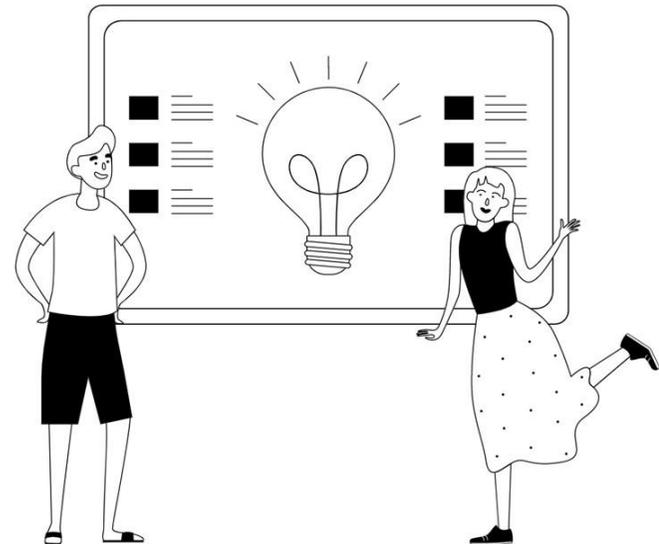
Day 2

Managing uncertainty & fear

In the middle of a disruption, 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 AI-driven 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 AI-related 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 you, your team, or client is not reacting to the word “fear” in the most productive way, use alternative words such as “AI-related threats,” “risks,” or “challenges” instead.

FEARS: “When it comes to AI, I am afraid of...”	IMPACT: “If my fear materializes, it will lead to...”
	
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02

Step two is to sort out all the AI-related 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.

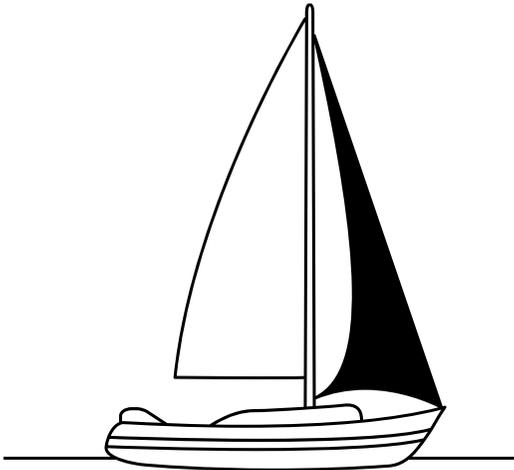
This might entice some honest conversations of what we can and cannot control - so go with it. At the end of the sorting, everyone who is participating needs to commit to 80-20 rule – spending 80% of energy on things inside the blue and red circles.

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.

When it comes to managing AI risks, what should be done? Who might be leading? Who is participating? By when can 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 when it comes to AI. 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 or on our Padlet board!)

What should be decreased?



What should be increased?



What should be removed?



What should be added?



02

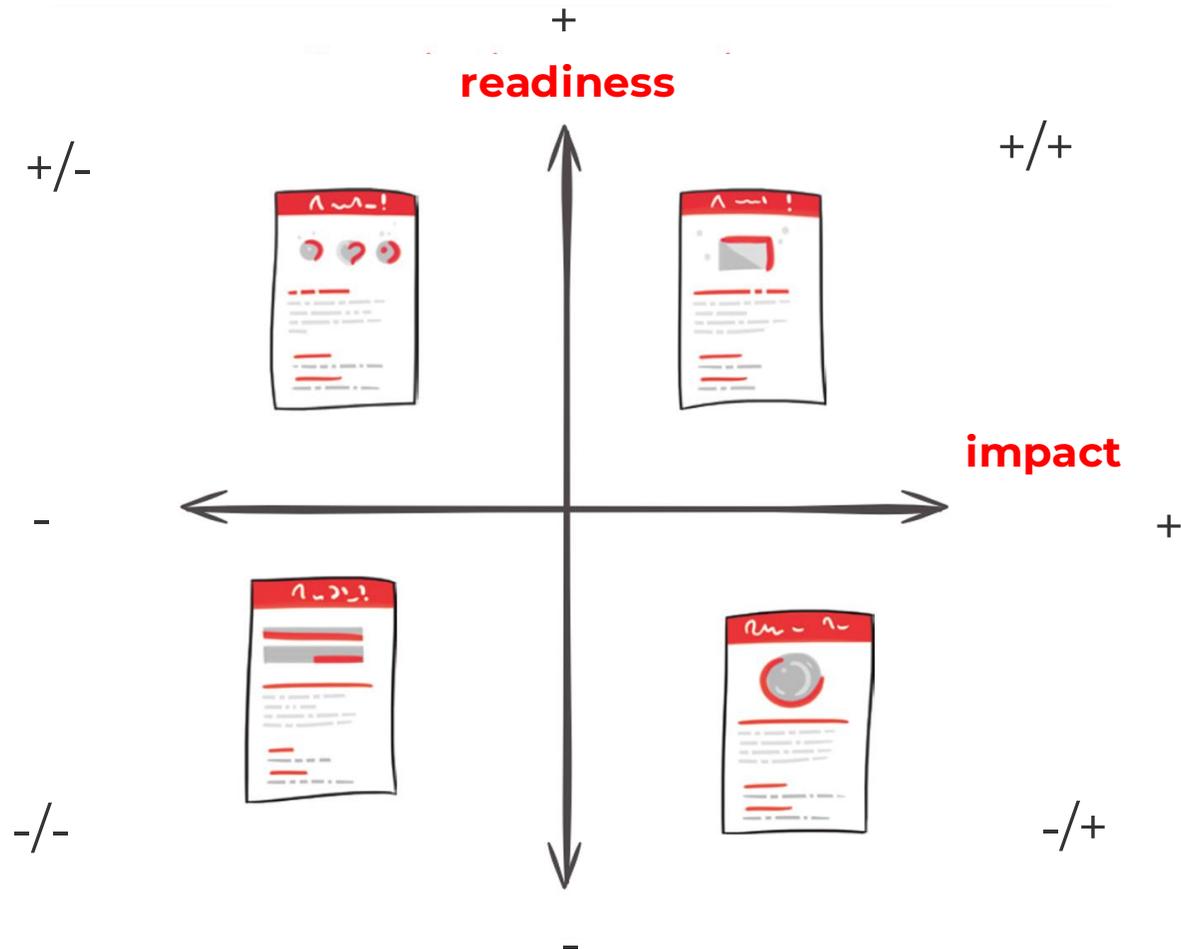
Once the brainstorming is complete and you have plenty of ideas in all 4 categories, it's time to prioritize.

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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