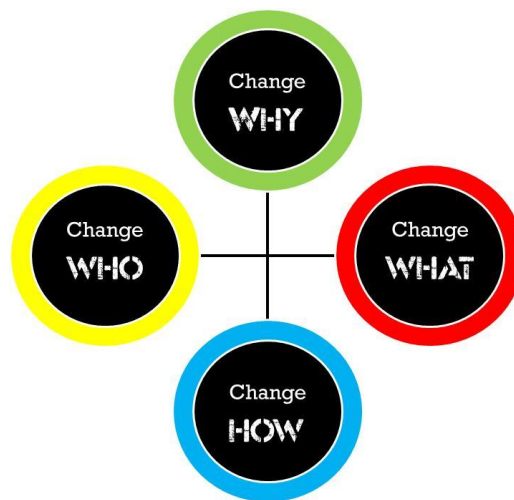


GAME CHANGERS

How can you change the game?

From Air Asia to Zipcars, Alibaba to ZaoZao, a new generation of business is shaking up every market. They seize the opportunities of change to shape markets in their own vision. They embrace the power of new technology and imagination, through new business models and collaborative experiences, enabling their customers to achieve more. They think bigger, smarter and faster. They are the “Gamechangers” ...



GAME CHANGERS NEXT GENERATION BRANDS ... THAT ARE CHANGING OUR WORLDS
www.gamechangers.pro


futurestore	futureproduct	futuretravel	futurefashion	futurefood	futuremedia
1. Amarex ●	1. Apple ●	1. Air Asia ●	1. Ashmei ●	1. Aeroshots ●	1. Al Jazeera ●
2. Amazon ●	2. E-cloth ●	2. AirBNB ●	2. Beats ●	2. Gram-Danone ●	2. Coursera ●
3. Etsy ●	3. Lego ●	3. Aloft ●	3. Desigual ●	3. Graze ●	3. Future ●
4. Fab ●	4. Method ●	4. Emirates ●	4. Gilan ●	4. Isis Organic ●	4. Pixar ●
5. Greenbox ●	5. Natura ●	5. Khulala ●	5. Indetix ●	5. Juan Valdez ●	5. Pledge Music ●
6. Le Pain Q ●	6. Nike+ ●	6. Moveo ●	6. Patagonia ●	6. LA Organic ●	6. Red Bull ●
7. Positive Luxury ●	7. OLPC ●	7. Pipistrel ●	7. Rapha ●	7. Moa Beer ●	7. Rovio ●
8. Trader Joe's ●	8. Pebble ●	8. RedBus ●	8. Shang Xai ●	8. Nespresso ●	8. Spotify ●
9. Uniqlo ●	9. Renova ●	9. Virgin Galactic ●	9. Threadless ●	9. Yeni Reki ●	9. Ushahida ●
10. ZaoZao ●	10. Tumi ●	10. Zipcars ●	10. Tom's ●	10. Zespri ●	10. Wordpress ●
futurebank	futurehealth	futuretech	futuremakers	utureservice	futurebrands
1. Alior Sync ●	1. 23 & Me ●	1. Alibaba ●	1. Corning ●	1. Ashoka ●	1. FC Barcelona ●
2. La Caixa ●	2. Aravind ●	2. ARM ●	2. DP World ●	2. AzuriTech ●	2. Bhutan ●
3. Fidor ●	3. Epocrates ●	3. Bharti Airtel ●	3. Dyson ●	3. Graal Bio ●	3. Usain Bolt ●
4. First National ●	4. Genentech ●	4. Giff Gaff ●	4. Embraer ●	4. IBM ●	4. The Elders ●
5. Itan Unibanco ●	5. Intuitive Surgical ●	5. Google X ●	5. Local Motors ●	5. IDEO ●	5. Lovemarks ●
6. Moven ●	6. Narayana H ●	6. Rackspace ●	6. Shapeways ●	6. Kickstarter ●	6. Li Ning ●
7. M-Pesa ●	7. Organova ●	7. Raspberry Pi ●	7. Space X ●	7. Li & Fung ●	7. Oregon Project ●
8. Square ●	8. PatientsLikeMe ●	8. Samsung ●	8. Syngenta ●	8. Live Nation ●	8. Qatar ●
9. Umpqau ●	9. Second Sight ●	9. Tencent QQ ●	9. Tata ●	9. Salesforce ●	9. WWF ●
10. Zidisha ●	10. Wuxi Pharma ●	10. Xiaomi ●	10. Tesla ●	10. Y Combinator ●	10. You ●

■ N/S American brands
 ■ European brands
 ■ African/Arab brands
 ■ Asian/Oceania brands

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Q1. What can we learn from other gamechangers?




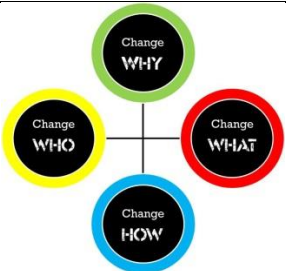
What can we learn from other sectors (eg Li & Fung, Nike+, Square, Zipcars), about how they have shaken up their markets, redefined purpose, created new markets, products and services, brand and communication, customer experiences, or business models? What can we apply from each of these “game changes” to our business?

	How have they changed the game in their world?	Ideas to apply to our world	
	<ul style="list-style-type: none"> • Created online marketplace • Included competitors • One click ordering • Personal recommendations • Extending to new categories • Prime membership fee • Kindle-type devices 		

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Q2. How could we change our game?

So how could you be a gamechanger of the world of business travel? How could we together to do even more, better or faster? Think bigger – about what the business seeks to achieve, how we could enable the traveller to do more ... Where are the changes? What are the new opportunities? How could we make life better?

	How could your business change your game?	How could we together change our game?
		
		
		
		
		

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Q3. What should we prioritise, to accelerate growth?

We started this session by exploring “how business travel accelerates business growth” ... beyond bookings, data and cost reduction ... How can we help travellers to achieve more in their work, and companies to drive faster, more profitable growth?
And what is practical (with a bit of creative thinking!) and profitable for all of us too?

Priority	How could we change the game in our world?	What difference would it make?
1		
2		
3		
Others		

“*Gamechangers: Are you ready to change the world?*” is a new book by Peter Fisk to be published in Spring 2014. It is also a collaborative platform for learning and innovation.

More about “Gamechangers” ideas, case studies and tools ... www.Gamechangers.pro
More about Peter Fisk, articles, videos and book extracts ... www.theGeniusWorks.com