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# Transform Your Thinking: Differentiate Your Brand Through Change

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bader rutter



A photograph of a Blockbuster store sign and marquee, tinted in a dark blue color. The main sign is a large, dark rectangle with a white border and the word "BLOCKBUSTER" in white, bold, sans-serif capital letters. Below it is a white marquee with black lettering. The marquee displays the text "I ASSURE YOU WE ARE OPEN" in a staggered, blocky font. The background shows a clear blue sky and the top of a building with a "LOCKER" sign partially visible on the right.

**BLOCKBUSTER®**

**“Neither RedBox nor Netflix are even on the radar screen in terms of competition.”**

Jim Keyes | Former Blockbuster CEO

**I ASSURE YOU  
WE ARE  
OPEN**





**"Customer shopping  
patterns changed."**

Mike Edwards | Former Borders CEO





**Jeff Young**  
President | Bader Rutter



CHANGE

**to become different, altered or modified**

**to undergo transformation, transition,  
or substitution**

**the result of your actions every day that  
YOU can manage, not that manages you**



# UNDERSTANDING CHANGE



**As an  
individual**



**As an  
organization**



**For your  
customers**





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# CHANGE IS UBIQUITOUS



2

**MANAGE  
YOU**









We're in the middle of a life change

We're thinking about a change

We're helping someone else with a change

We're waiting for someone else to change







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# MASTER YOUR VIEW







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# BURST YOUR BUBBLE









LEARNING MANIAC PLEDGE

**I am responsible for...**



A grayscale photograph of a pack of wolves in a snowy, wooded environment. One wolf in the foreground is howling with its mouth wide open, showing its teeth. Other wolves are visible in the background, some looking towards the camera and others looking away. The scene is set in a winter forest with snow-covered ground and trees.

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**BUY STOCK  
IN CHANGE**







A large cargo ship is docked at a port, with its bow and side visible. The ship is dark-colored, and its complex superstructure with various antennas and cranes is prominent. In the background, other port infrastructure, including cranes and buildings, is visible across the water. The entire image is covered with a dark, semi-transparent overlay. In the upper left corner, there is a teal-colored circle containing the white number '6'.

6

# **BUILD YOUR BALLAST**





7

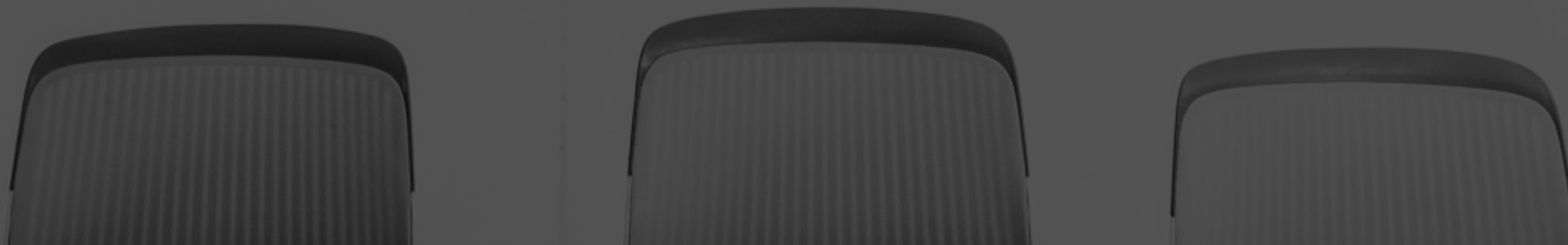
# ACKNOWLEDGE YOUR ALBATROSS





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# THINK BEYOND INNOVATION



A grayscale photograph of a man and a woman in a meeting. The man, on the left, is wearing glasses and has his hand on his chin, looking towards the woman. The woman, on the right, is wearing glasses and is looking at a laptop screen. They are sitting at a table with a laptop and a glass of water. The background is a blurred office setting with a window and a framed picture on a shelf.

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# SEEK CHANGE ADVOCATES





# CHANGE IS INEVITABLE



**Develop a  
change mindset**



**Recognize  
change**



**Differentiate  
your brand**



A person is seen from behind, standing on a snowy mountain ridge. They are holding an ice axe in their right hand and have their left arm raised in a gesture of triumph or achievement. The mountain is covered in snow and has jagged peaks. The entire image is overlaid with a semi-transparent teal color.

**"The ability to master change  
is one of the most powerful  
differentiators in business."**



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