

Figure 1 - The Disruptive Discovery Model

Disruptive
Stimulating change by challenging the status quo

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Discovery
Uncovering something new

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Uncovering the Stuff That Really Matters
The process of gaining a deeper level of understanding with the intention of uncovering compelling learnings that motivate positive change.

TRUST is a situational decision based on an assessment of three requisites:

✓ **CAN** you do it? (Capability) ✓ **WILL** you do it? (Reliability) ✓ **WHY** are you doing it? (Sincerity)

