# CREATING A BURNING PLATFORM I MODEL

# PROBLEM

# OPPORTUNITY

# **SITUATION:**

"We're in trouble now"

## PAIN:

The immediate loss of our market dominance, job security, organisational survival, etc.

#### **SITUATION:**

"If we act immediately, we can take advantage of this situation."

#### PAIN:

The loss of a potential advantage that is within our grasp.

## **SITUATION:**

"We're going to be in trouble."

# PAIN:

The impending loss of our market dominance, job security, organisational survival, etc.

## SITUATION:

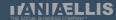
"In the future, we could be in a position to profit from what is going to happen"

## PAIN:

The loss of a potential advantage that is possible to achieve in the future.

Model from ResilienceAlliance.com





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