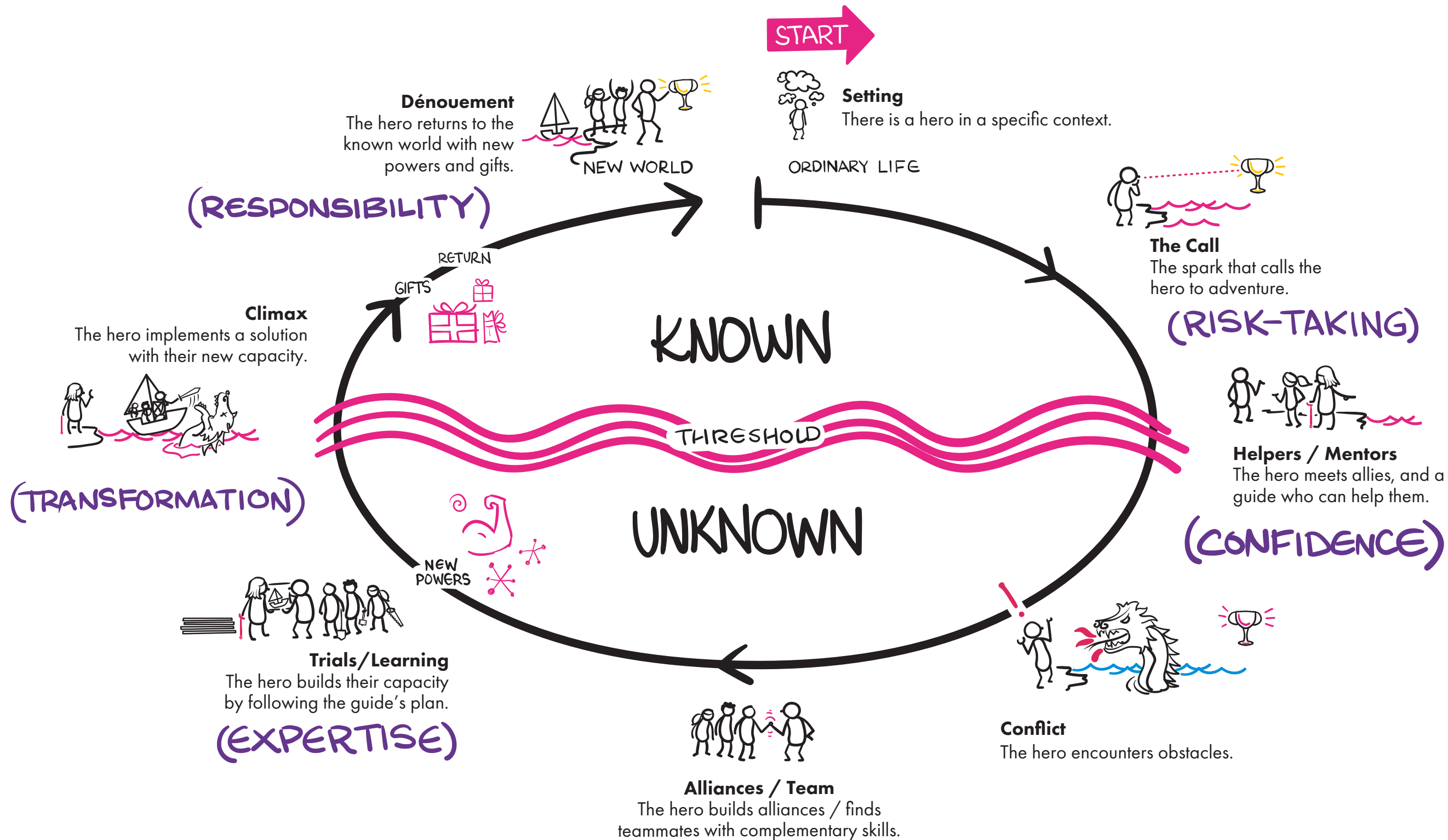




CHANGE CANVAS

HERO'S JOURNEY FRAMEWORK



The Hero's Journey, popularized by Joseph Campbell, provides a framework for understanding change and transformation.

Risk-Taking is inherent in the call to adventure, where the hero must step into the unknown.

Confidence is a key theme as the hero meets the mentor who can help them rise to the coming challenge.

Expertise emerges as the hero gains knowledge, skills, and allies throughout their journey.

Transformation is at the heart of The Hero's Journey, symbolized by the hero's growth, insights, and new perspectives.

Responsibility is another crucial element, as the hero returns with newfound wisdom and a sense of duty to share their experiences and contribute to the greater good.

A **PDF** with all of the XPLANE change frameworks from this session can be found here:

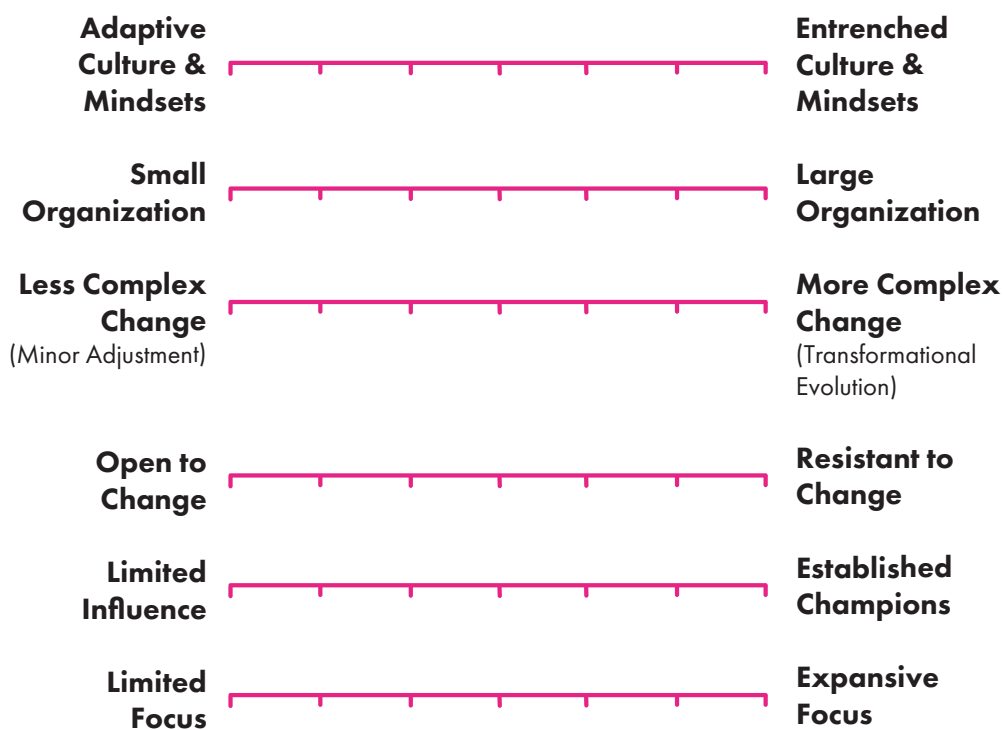
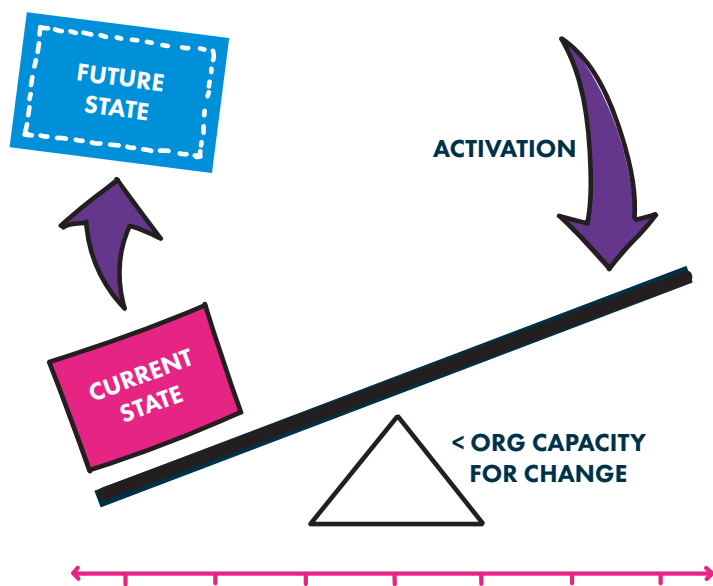




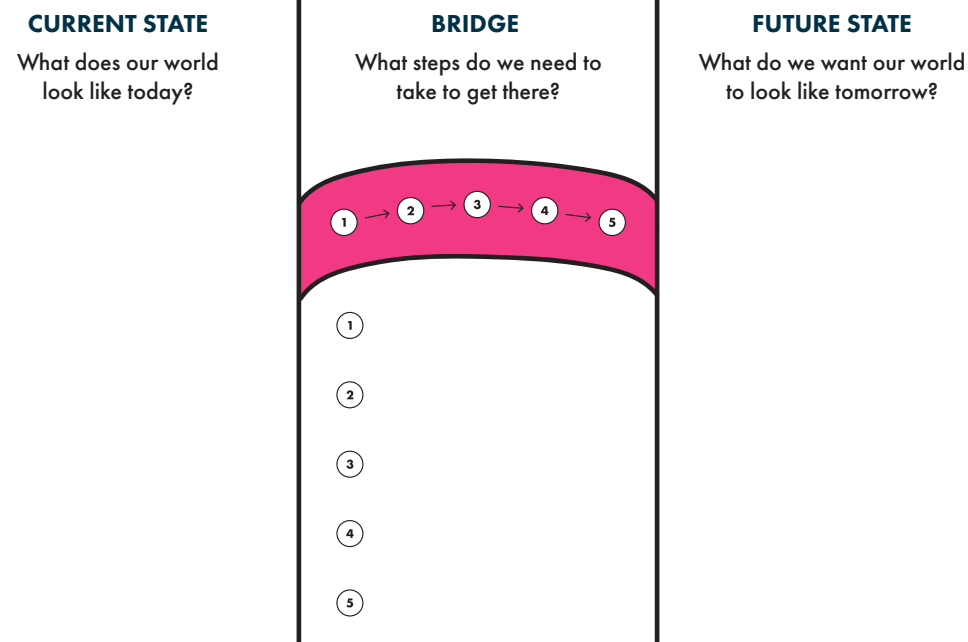
CHANGE CANVAS

HERO'S JOURNEY FRAMEWORK

Change Lever



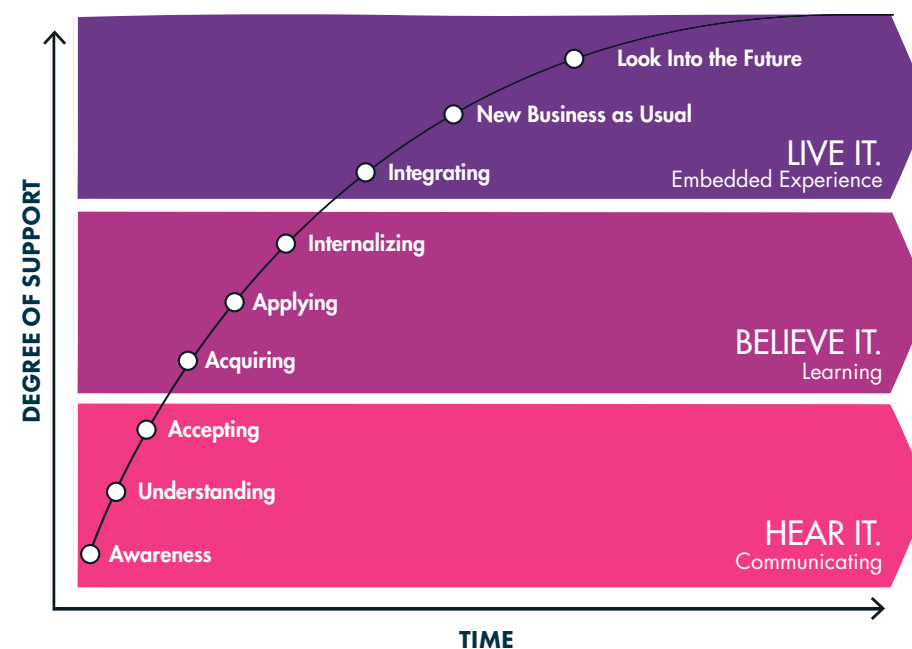
Envision the Future



Who / Do

WHO IS YOUR TARGET AUDIENCE?	WHAT DO YOU WANT THEM TO DO?
TARGET 1	
TARGET 2	
TARGET 3	
TARGET 4	

Activation Curve



8 Dimensions

