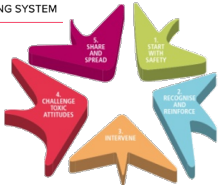
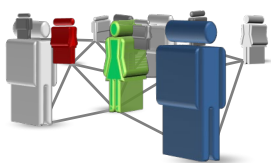


Road Map with key activities and outcomes (timelines only indicative)



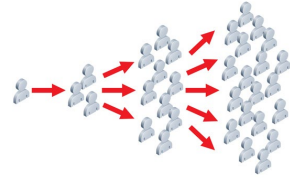
Months 1-3



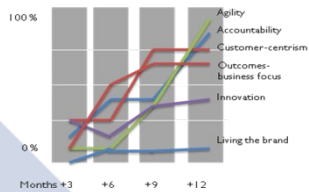
Months 4-5



Month 6



Months 7-12



Months 12-24

Phases

Discovery

Development

Engagement

Diffusion

Sustain

- **Visioning** What kind of leadership culture?
- **Behaviours** What behaviours? (what's the necessary behavioural DNA?)
- **Mapping** What kind of 'social infection'? What networks? Where? What pace? Hubs, curators – how many?
- **Leading** Joint Backstage Project Team

- **Stakeholder management**
- **Hubs pool** What kind of hubs or influencers?
- **Project Management**
 - All needs to be in place pre-Hubs' first boot camp
 - Non-viral communications plan ready to go

- **Hubs first Boot Camp:** day one of social infection
- **Formal Comms active**
- **Senior management aligned**

- **Hubs in action** peer-to-peer engagements in place
- **Hubs community supported**
- **Tracking progress** (visualize success)
- **Stories** created, gathered and broadcasted
- **Review points** (re-directions)
- **Management support** on-going feedback to top management

- **Adjustments**
- **Re-focus** (geography, sectors, functions, new behaviours)
- **Tracking progress** charting change
- **Review points**
- **Extended learning** unintended impacts of Viral Change™
- **Viral Change™ inside** viral change™ and distributed leadership becomes a way of life

Outcomes

Strategy blueprint

All in place to launch Hubs work

Hubs engaged
Management engaged

Hubs in action
Successes tracked

Consolidated outcomes
Redirections