New Value: Ambitious + Different

- Ambition for results
- How work is done

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>Different</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambition</td>
<td>Same</td>
<td>Hard Labor</td>
</tr>
<tr>
<td>High</td>
<td>Today</td>
<td>Crazy Work</td>
</tr>
</tbody>
</table>
Ways of Finding New Value

1. Scrutinize assumptions
2. Spot & attack pain points
3. Create the new, new thing
4. Look to bend curves
PAVE: How to Find Individual Dreams (1)
PAVE: How to Find Individual Dreams (2)