

## What's your story?

As we look back on the 60s, 80s, and 00s, the next generation looks back on today. That creates responsibilities. Because the choices we make today shape tomorrow. Sustainability, biodiversity, circularity, energy, migration, security, polarization: all Major Subjects that you have to decide on. And there are 87 more.

In our work (we help organizations to change), we regularly see disbelief in the possible social impact. The Major Subjects seem too big, too complex, too many, too far. Because let's be honest: what difference can you make?

The correct answer: a huge difference. As a person, employee, employer, or executive, you are the one who decides about left or right. About silence or action. About sleeping or dreaming. Don't let them fool you: you have, if you want, a huge impact. It can be different. Shall we?

