Navigating change

The camel train guide

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Keep Your Eye on the long-term, but work in quarters

01

Know your north star

Anchor your business strategy with a **clear long-term goal** guiding every decision.

02

Navigate in quarters with adaptability

Break your journey into **90-day segments**, allowing for adjustments based on market conditions.

03

Progress over perfection

Emphasise steady advancement; remember, **movement is key** even if it isn't flawless.

Do what only you can do

01

Strategy — setting direction

Focus on defining your vision and long-term goals.

02

Customer relationships — key accounts and investors

Build strong connections with clients and stakeholders for growth.

03

Funding — managing numbers

Create financial health by tracking budgets and investments.

Purpose beats panic: stay focused on your mission

01

Why are we doing this?

Reconnect with your mission to navigate uncertainty effectively.

02

What will matter in three years?

Anticipate future needs to make sure your strategies stay relevant.

03

What’s still true, even in uncertainty?

Ground your decisions in core values for enduring stability.

Camel-train takeaways:guiding principles for resilience

01

Know your destination

Identify your goals and navigate through clear milestones.

02

Stick to your lane

Focus on your unique strengths and delegate other tasks.

03

Let purpose steady the reins

Ground your decisions in your core mission to navigate change.