



Heroes before challenge

The Innovation world coexists day by day with the challenge, the change. In fact, as we all know, these are inescapable features of innovation as an intrinsic part of it.

Do we feel uncomfortable before the challenge? Do we feel distressed about it?

Pilar Jericó –in this month video introduced by **THD**- encourages us to understand that all people follow common patterns of action to challenges. Knowing these mechanisms allows us to cope with dizzying that changes produce, and also overcome these stages faster and comfort.

The way to deal with the challenges has 5 stages:

1. **The call for change:** understand that a challenge is a call to adventure.
2. **The negation:** knowing that we will be attacked by pessimism and fear.
3. **The desert** we will reach the desert and ... we have to go through it, every hero has a desert.
4. **The new reality:** behind the desert, time to rebuild in the new reality comes, new time to dream and to be positive.
5. **Consolidation:** to settle in the new reality we have to generate new habits and behaviors.

As always, the important thing is to be self-confidence, believe we can do it, knowing that there is a common way will help us. And now that we realize that, we just have to jump into the challenge: being heroes before challenge.



Pigeon Impossible

We remind you that this month you will find on our website a new video of our friends **Digital Thinking Heads**. Thank you for sharing knowledge with all of us! (This month available only in Spanish)

Pilar Jericó – Héroes cotidianos

