

**Transformagination - there are no limits**



In the first half of 2020, we have seen “disruption” move from being a trendy buzzword to an unavoidable reality for just about every business, large or small. Successful businesses should now be looking at their strategy for re-establishing themselves during the second half of this calendar year.

But rather than working on ways to get back to business as usual, a Geelong-based firm is encouraging business leaders to embrace the current, once-in-a-lifetime opportunity to truly transform their organisation.

Neil Butler, Managing Director of **Untypical** says “Like everyone, we hope that our current circumstances are, literally, once-in-a-lifetime. Right now, business leaders have a one-off opportunity to completely transform their organisation into something that they could have only ever imagined.”

**Transformagination** is a new approach to business planning where transformation and imagination come together. Rather than being constrained by existing processes, legacy systems and organisational inertia, business leaders are encouraged to imagine what **could** be possible rather than what **should** be done.

He continues, “Many businesses are talking about allowing staff to work from home more frequently, using video conferencing to minimise the need for travel and introducing other flexible

working arrangements. But these are really only scratching the surface of what could be done if a business chose to Transformaginate.”

“In the old world, the influencers in business were those with vast experience and organisational seniority, allowing them to make decisions based on what had happened in the past. In the post-COVID-19 business world, the influencers will be those who are imaginative, creative and adventurous, making decisions that push their organisations into a new world – their new normal”

**Untypical** are currently offering 30-minute no-obligation conversations to discuss how business leaders could apply **Transformagination** to their organisation - [www.untypical.com.au/calendar](http://www.untypical.com.au/calendar).

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<https://www.untypical.com.au>

Media Release Ends

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*Downloadable Images:*



*More Info:*

**Link to Dropbox for hi-res images**

<https://www.dropbox.com/sh/ql74umax8lwxih/AACjeKSZmBeATm55xgpw6Wzra?dl=0>

**Link for more information**

<https://www.transformagination.co>

**Link to downloadable Transformagination eBook**

[https://www.untypical.com.au/transformagination\\_ebook.pdf](https://www.untypical.com.au/transformagination_ebook.pdf)

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