

# Strategic Transformation Framework



Phase	Offer	Role	Outcome
Ignite urgency	<b>Cygnets</b> <sup>©</sup>	Wake-up leadership	Shared awareness of disruption
Reframe strategy	<b>Fear-Forward-Model</b> <sup>©</sup>	Turn threats into plays	Strategic portfolio + alignment
Steer continuity	<b>Purple Pulse</b> <sup>©</sup>	Maintain momentum	Monthly decision-ready agenda