

GENCFO

HOW TO EMBRACE THE

**FUTURE**

The monster was gone.  
The town was free.  
But **something was not  
right.**





Without the threat of Status Quo,  
the people returned to their  
routines.



Heads down.

**Busy.**

**Always busy.**



They fought daily fires,  
but never looked  
beyond the present.

No time to think.  
**No time to breathe.**







Stress grew.

Anxiety spread.

And slowly... **they began  
to fall behind.**



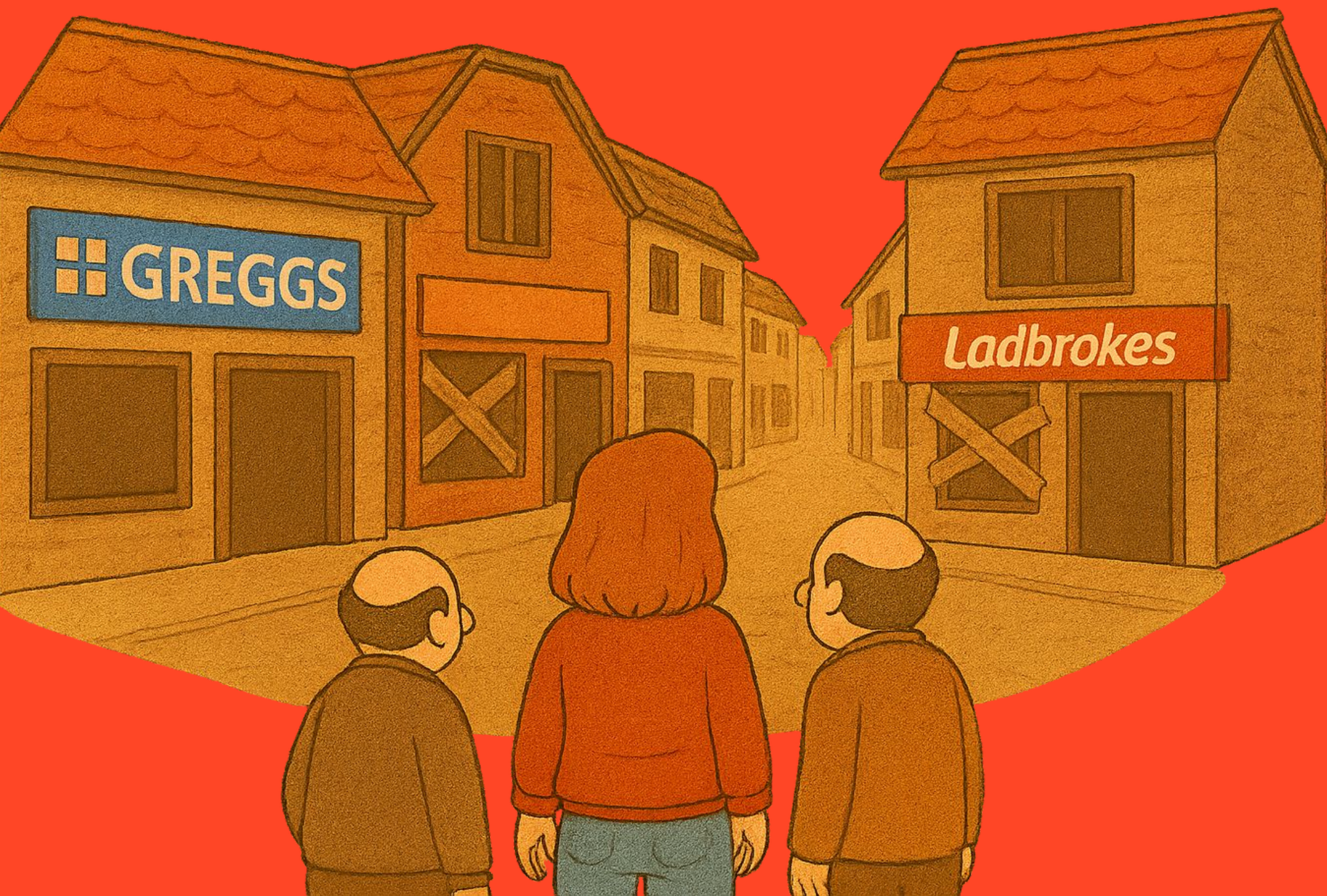
They could see neighbouring towns pushing forward.

They embraced **new** ideas,  
**new** technologies,  
**new** ways of working.





But our town?



Energy was **lacking**.  
Productivity **stalled**.  
Confidence **wavered**.



The townspeople asked:

“Why are we lacklustre?  
**Didn't we defeat the  
monster?”**

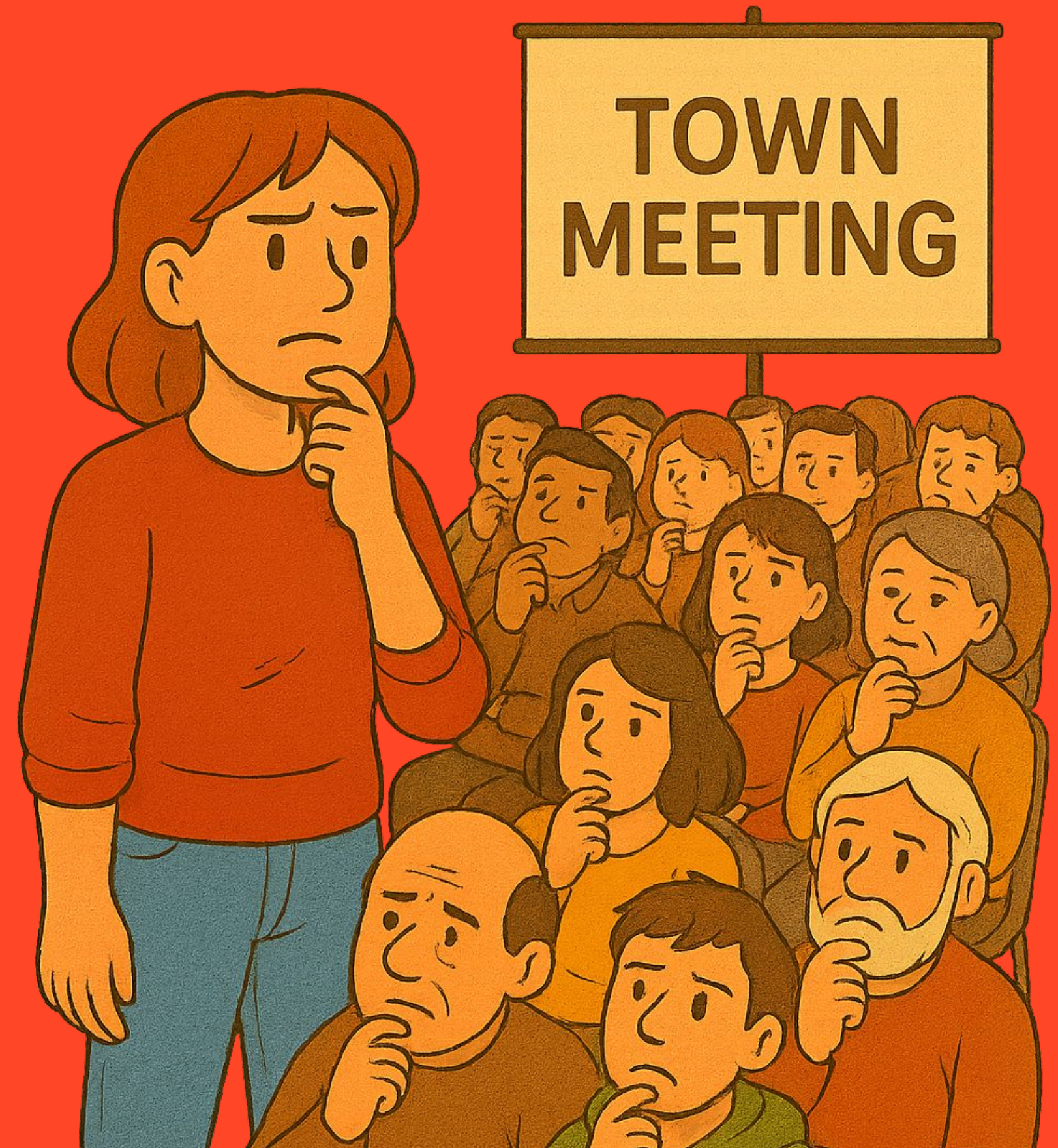




The truth was clear.  
Defeating Status Quo was not  
enough.

They had won their fight for  
freedom, but still had a  
challenge on their hands.

How to create an *impact*.





And so, they started. Small at first.

They removed silos, iterated ideas,  
and shared knowledge.

They saw how a shared mission could  
make an impact on people, on  
progress, and on potential.





An illustration of a villager with dark hair, seen from the back, looking up at a dark blue circular signal in the sky. The signal contains the text 'GENCFO IMPACT' in yellow. Below the villager are several houses with lit windows. The background is a solid orange-red color.

# GENCFO IMPACT

One evening, a villager<sup>1</sup>  
noticed a signal, coming<sup>1</sup>  
from afar, in the sky.

Not a threat. Not a  
monster.

**An invitation.**



# GENCFO IMPACT

Their Mission had already  
begun to change them.

But this signal felt different.

**“What if this is what our  
Mission has been leading us  
to?”** they wondered.





They followed the light and  
found it pointed to  
something new:

## **GENCFO Impact**

A place full of those who had  
started their own mission to  
discover real impact.





They found **voices like  
their own.**

1  
4

People who, like them,  
were on a mission, and  
craved *impact*.

It was a place where towns  
and tribes unite.

**To learn. To prepare. To**





They **shared** struggles  
openly.

**Discovered** new tools.

And felt the spark of  
possibility again.





For the first time since the Monster's defeat,  
they were **ahead of the curve**, together with  
like-minded individuals

1  
6

They were no longer just ready to cope, but to **lead**.





The future was no longer a looming threat,  
but an **opportunity to be embraced.**





Ready?

The answer is...

# GENCFO IMPACT

IN PARTNERSHIP WITH

