

# Managing Reform & Change



# Split farming ?





# Productive cotton?

Chinese cotton?



American cotton?



# WEIRD view ?



- Western
- Educated
- Industrialized
  - Rich
- Developed

# TBU approach

**< How to save the children from malnutrition? >**

- Lack of sanitation
- Poverty, ignorance
- Lack of clean water

→ **Problem focused diagnostics, grand scale**

# TBU solutions

- Investment in infrastructure
- Public awareness & Education
- Prioritize

• Fantastic/Looks great

# Mr. Sternins story

< Looking for the bright spot >

- Potato greens, small crabs, four meals
- Their story, not others

What's working right now ?

- Problem focus → Solution focus

\* Switch: How to change things when change is hard  
Chip Heath & Dan Heath

# RKC/TFA reform

## New system ?

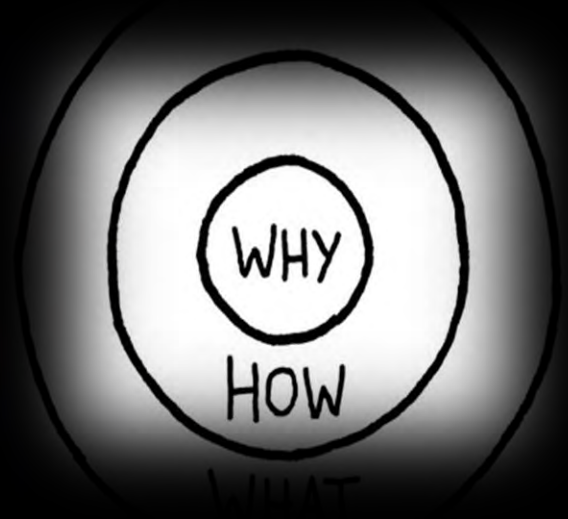
- Looks good on paper or more likely to be obeyed and enforced ?
- Upgrading, not completely new law
- You already are doing it !

Working together; organizing & framing



# Elevator Test ?





# Business Proposal

- (1) Introduction
- (2) Description of the business
- (3) Business environment
- (4) Infrastructure
- (5) Cost and Labor  
Capital investment  
Return of Investment





**“So what?”**







# Elevator Test ?

Less than 30 seconds !

- Mercedes : 'Top-of-the-line'
- Lexus : 'New kid on the block, currently best buy'
- Laurel : 'It's expensive, however I am worth it !'

# Reframing

- A doctor's explanation
  - 20 % death or 80 % survival
  
- A commercial for Yogurt
  - 90% Fat free or 10% Fat

# Reframing: User perspective

- 5GB mps player
  - Creative Technology (Singapore)
  - Two year earlier than APPLE I-POD
- 1,000 songs in your pocket



# Big number ?

- **Sub-Saharan African aid : 1 billion USD**
- **Cost of a single B-2 bomber**
  - **One soft drink a month in America**

# Frequency Format

- DNA test have the chance of a false match is 0.1 %
  - In DNA test, a false match occurs in one person out of 1,000
- \* Reasonable doubt, OJ Simpson case



# Identity Approach

- Who am I?
- What kind of situation is this?
- What would someone like me do in this situation?



# Because, I am worth it !



# How you say it!



**Which religion cares the most about homeless people?**

**I'm blind, help me! → It's a beautiful day, but I can't see it !**

# WCO, Orientation Package

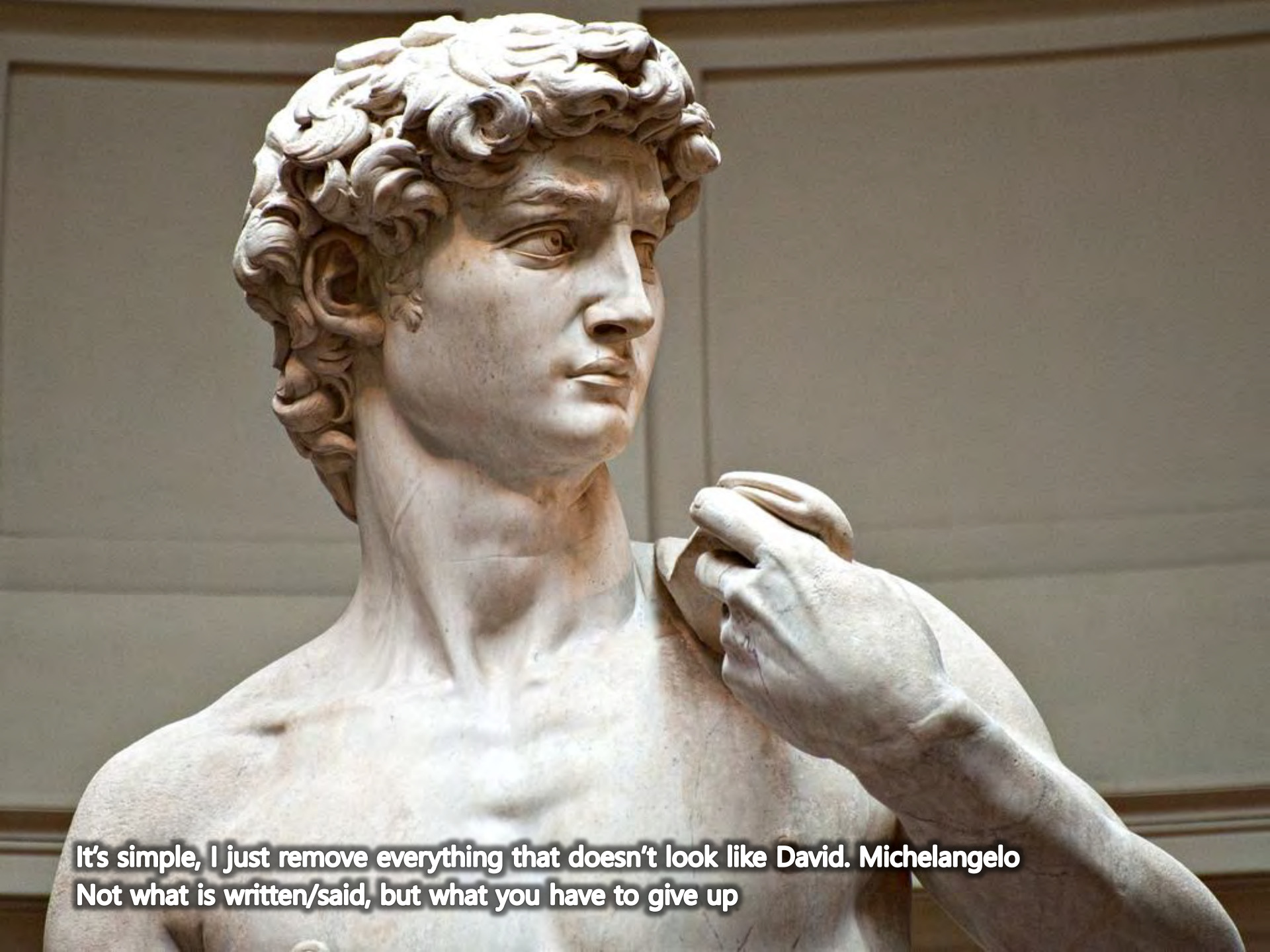
**“Trade facilitation is progressively being seen by governments as an important element of economic policy, with Customs having a unique position within the hub of the international supply chain.”**

**“There is a global consensus that trade facilitation is important development policy with customs leading the role”**

# If we try...

- Boss! I have some idea on how to increase ( )
  - Tax revenue
  - Integrity
  - Economic development
  - Foreign investment





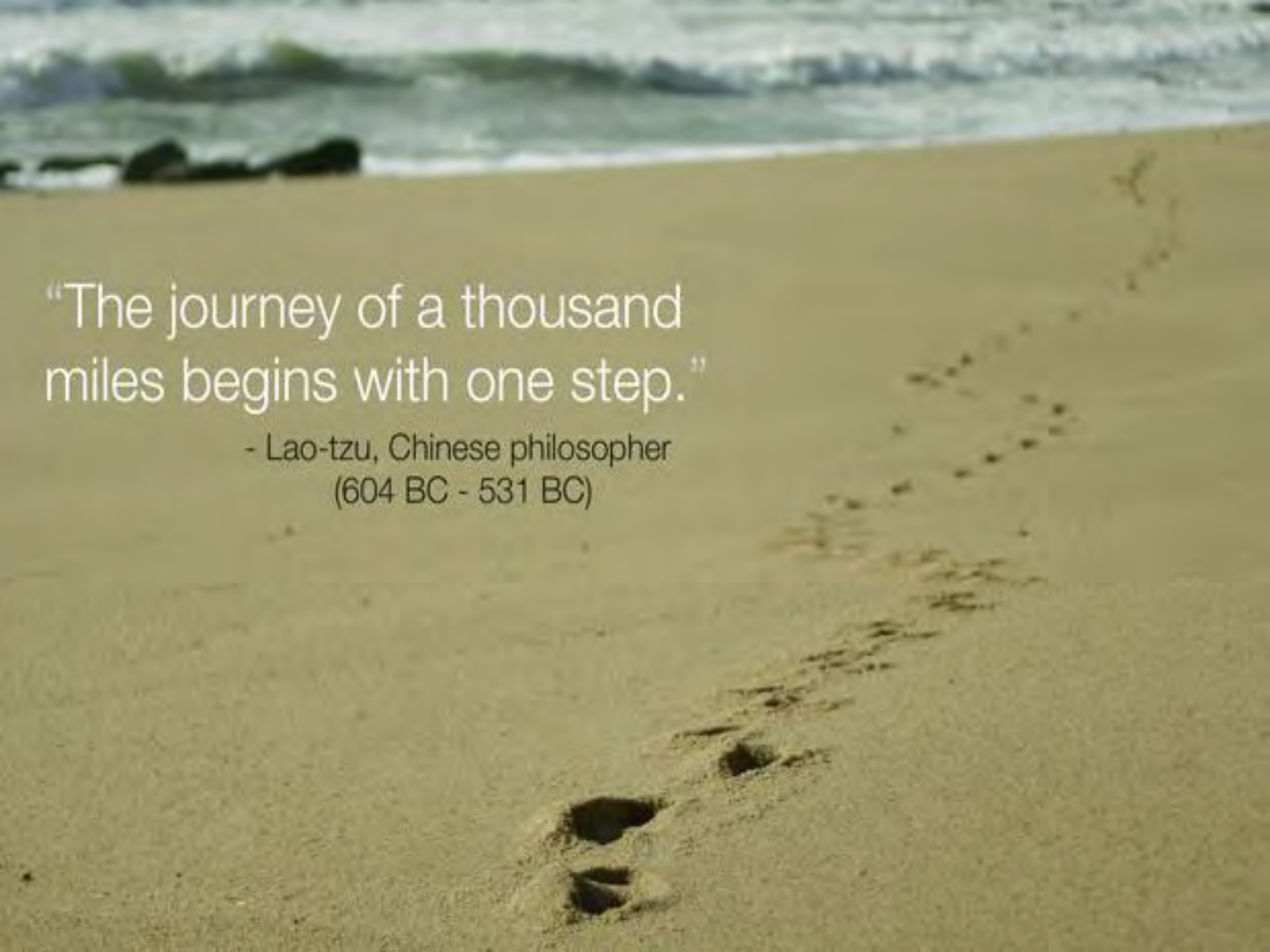
**It's simple, I just remove everything that doesn't look like David. Michelangelo  
Not what is written/said, but what you have to give up**

A close-up photograph of two hands, one from a person with dark skin and one from a person with lighter skin, both holding a golden torch. The torch is held horizontally, with the flame end on the left. The background is a soft, out-of-focus blue and white. The text 'Continuous efforts' is overlaid in the center in a white, italicized font with a blue shadow.

# *Continuous efforts*

- Motivate/Engage*
- Demonstrate with 'small wins'*



A photograph of a sandy beach with waves breaking in the background. A path of footprints leads from the foreground towards the water. The text is overlaid on the left side of the image.

“The journey of a thousand  
miles begins with one step.”

- Lao-tzu, Chinese philosopher  
(604 BC - 531 BC)