


WAYZ 4 CHANGE



DAN
MOCANU 



Dan MOCANU

I am a **value innovation architect**, a catalyst for **profitable growth**.

I help my clients to offer a ***leap in value*** in their offerings in:

- a) Their **existing markets** and...
- b) In **new marketspaces** where competition is irrelevant

VALUE

- What becomes **MORE** important?
- Where is it necessary to invest significantly **HIGHER** levels of energy, time, money, resources?

- What needs to be **REDFINED**, **CREATED** or **STARTED**?
- What **NEW** opportunities can be **CREATED**?
- What **NEW** possibilities **ARISE**?

RAISE



CREATE

?+

4

ELIMINATE



REDUCE

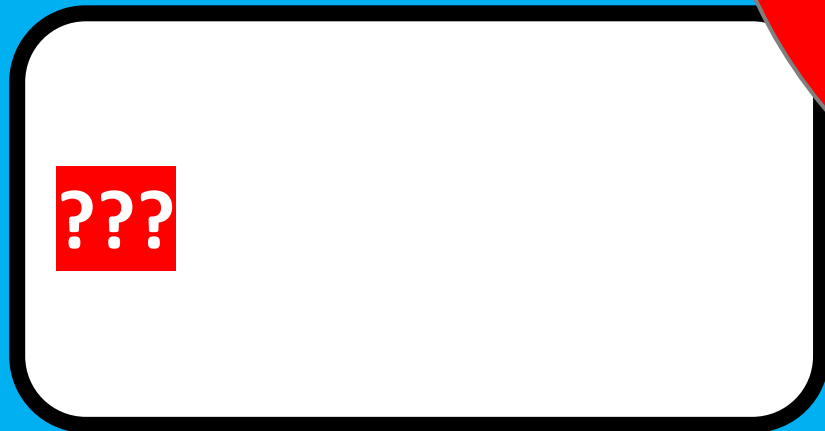
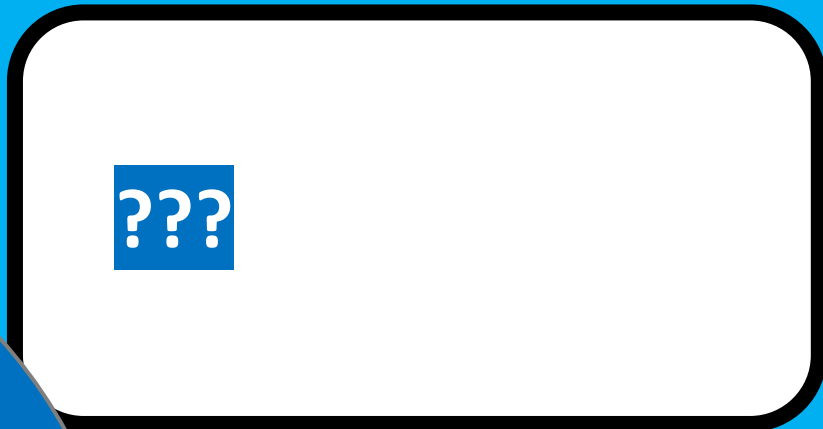
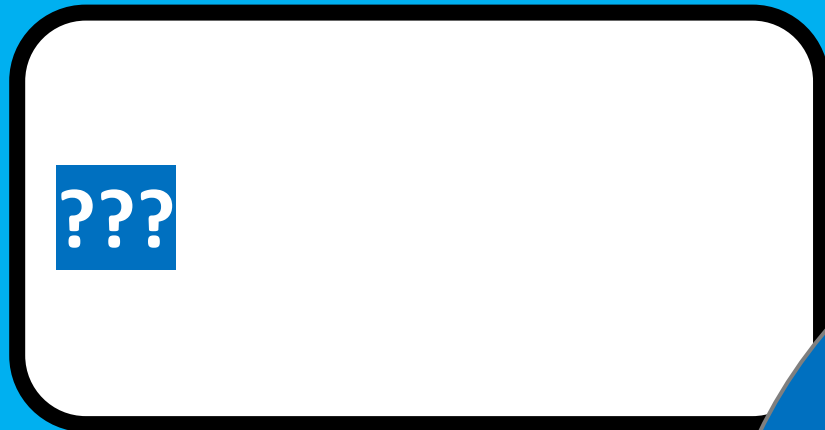


COST

Given the change I want to make...

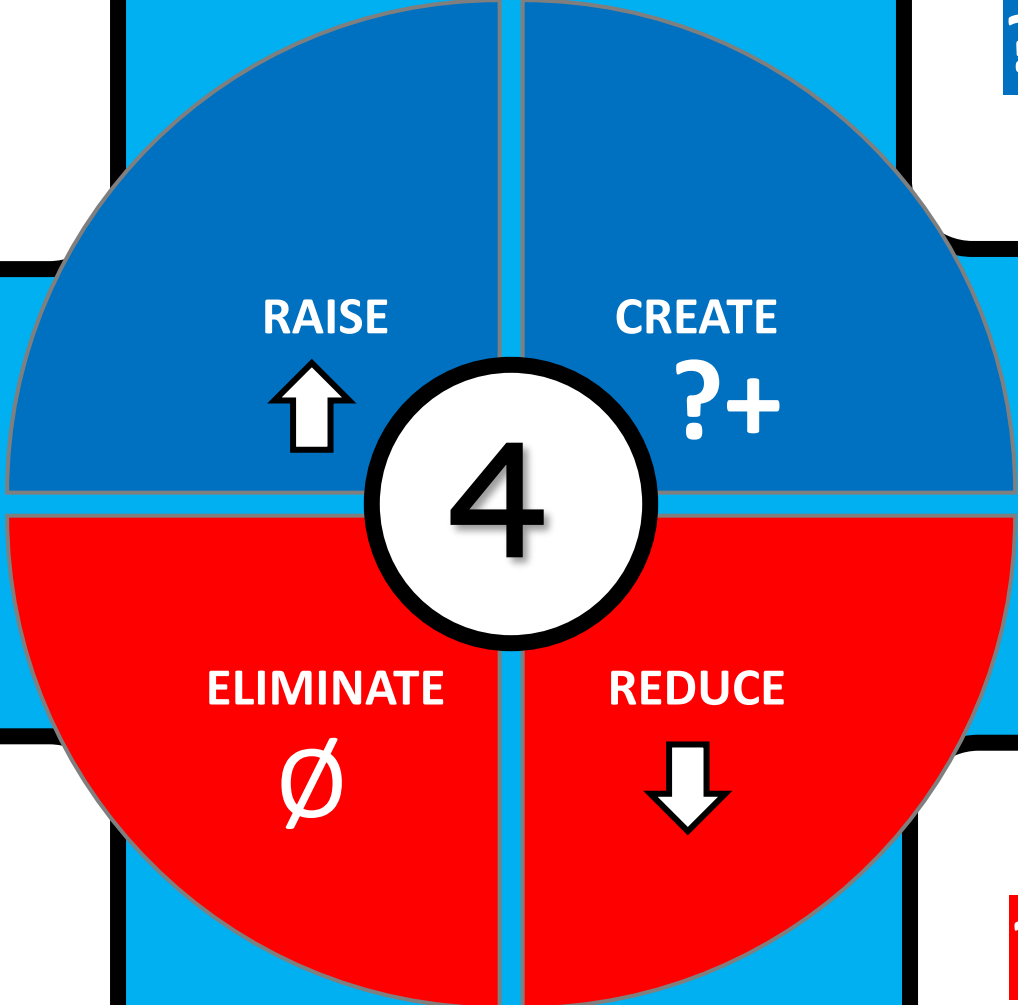
- What becomes **IRELEVANT**? Is **ELIMINATED** or is put a **STOP** to?

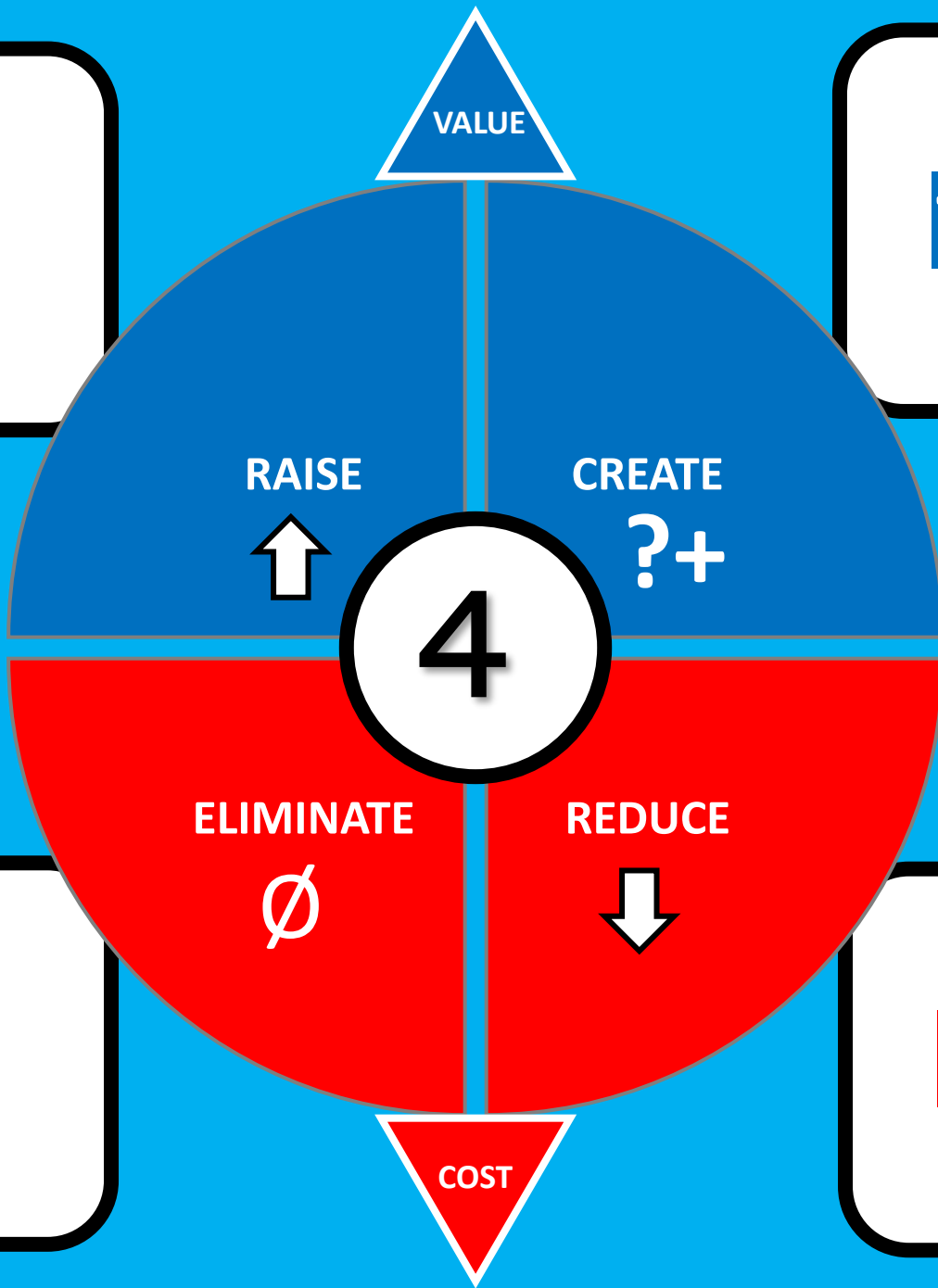
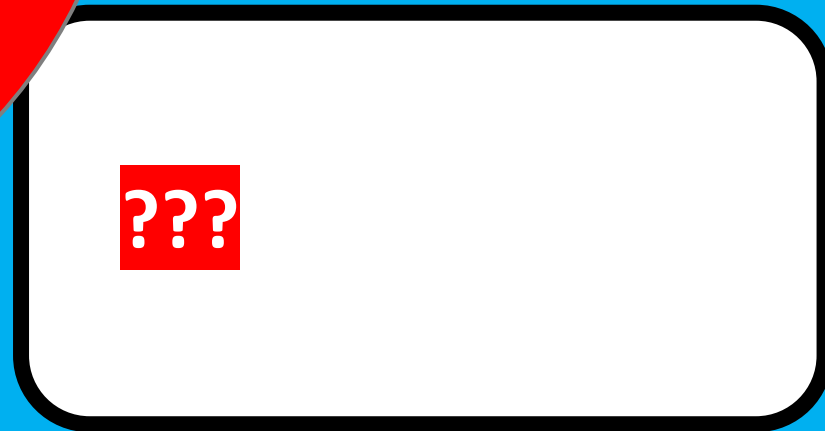
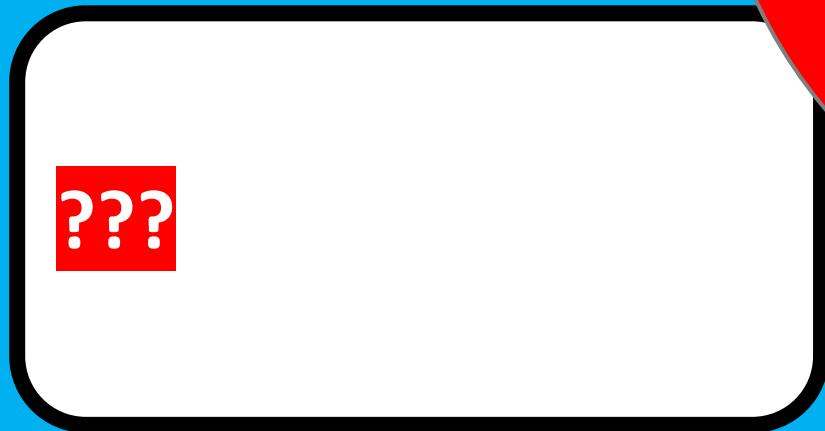
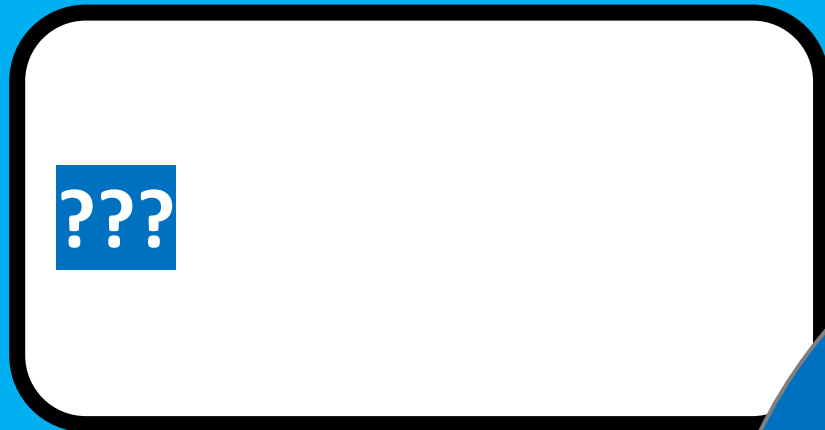
- What becomes **LESS** important?
- Where is necessary to invest **LESS** in energy, time, money, resources?

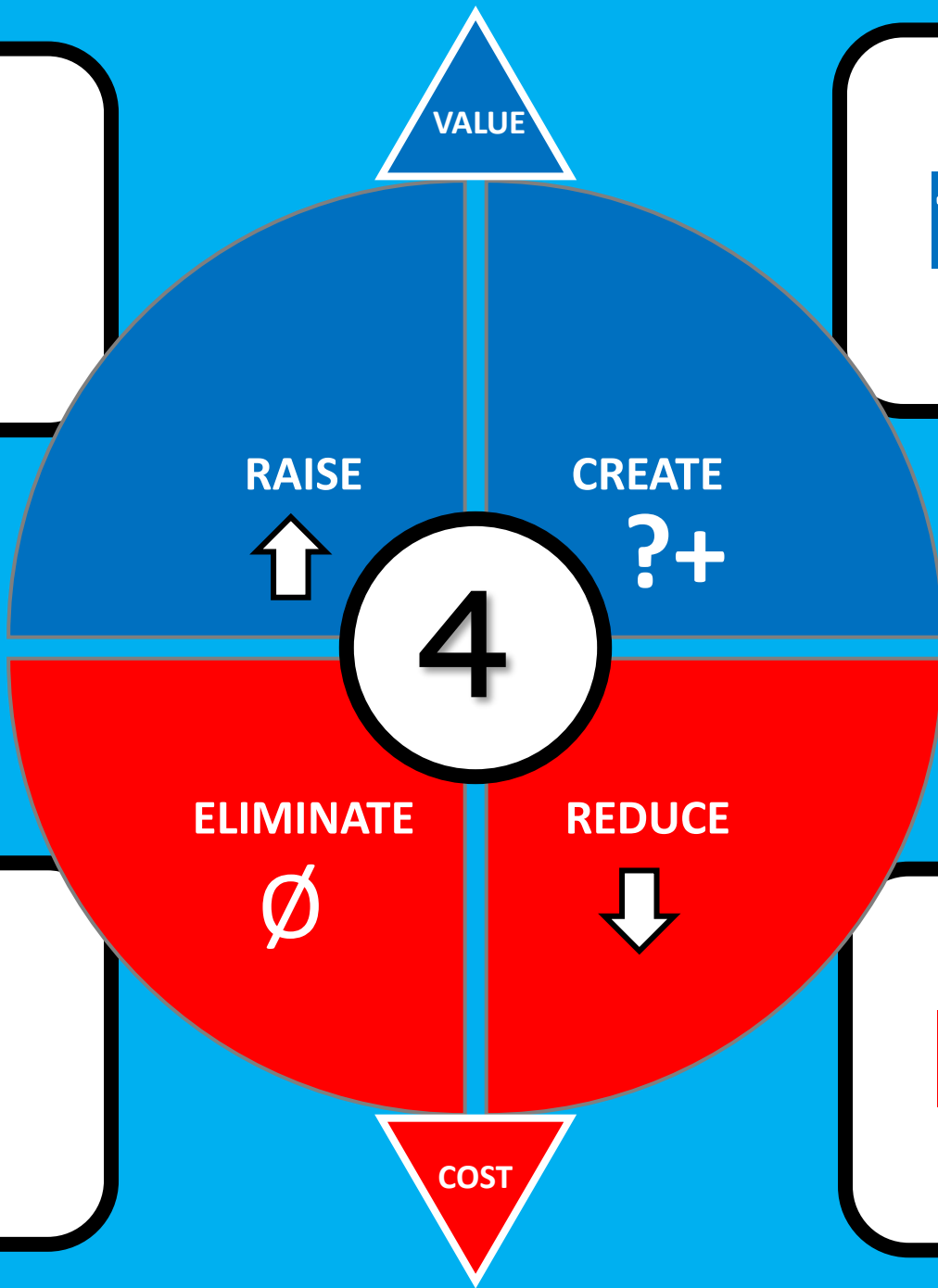
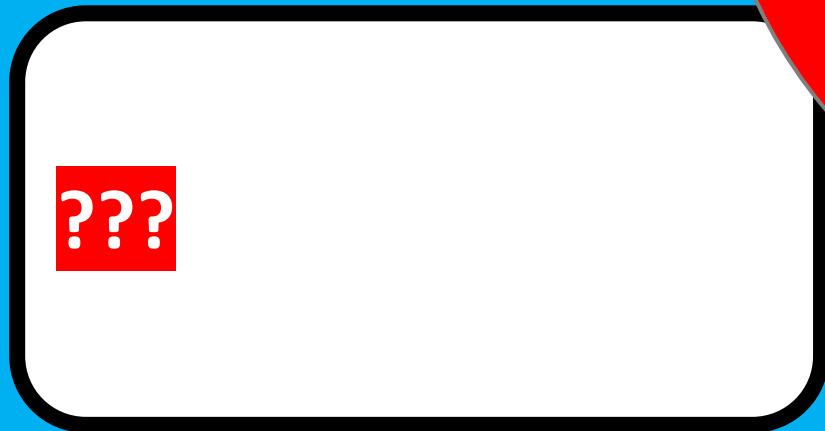
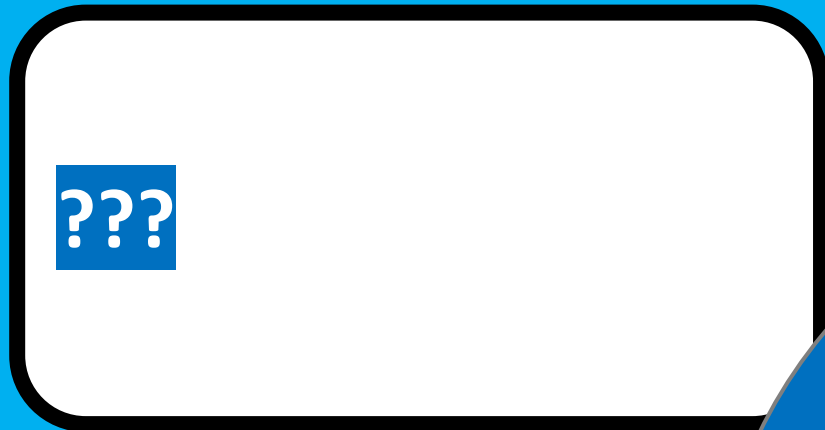


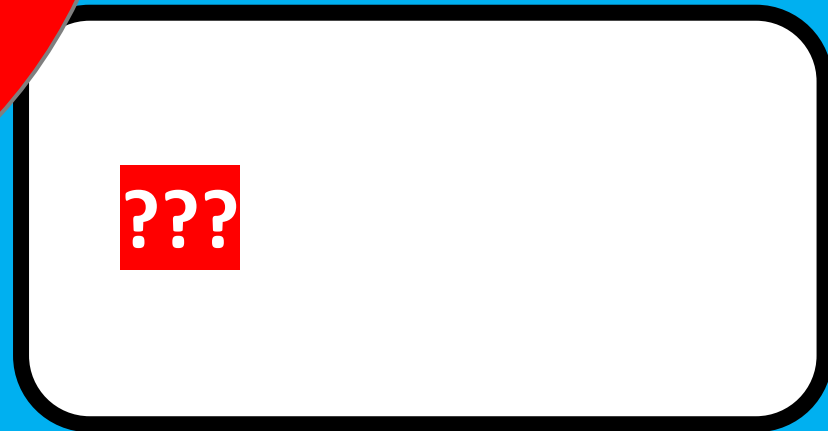
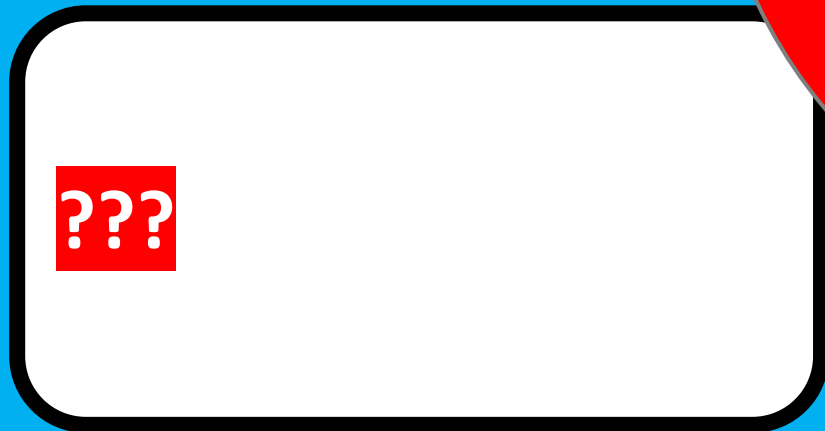
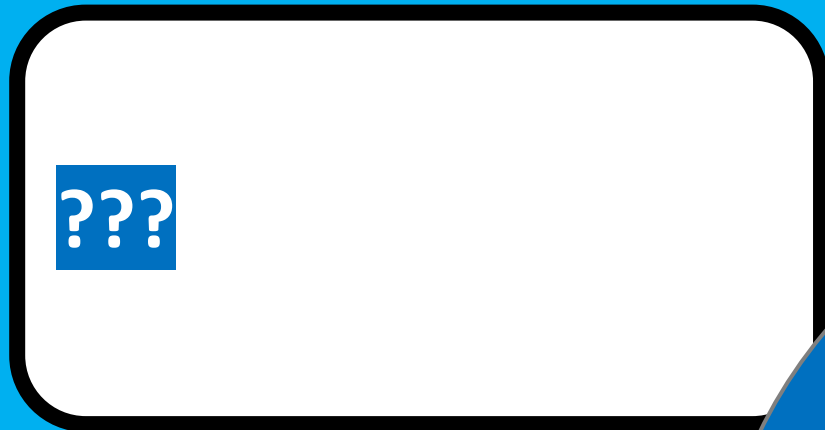
VALUE

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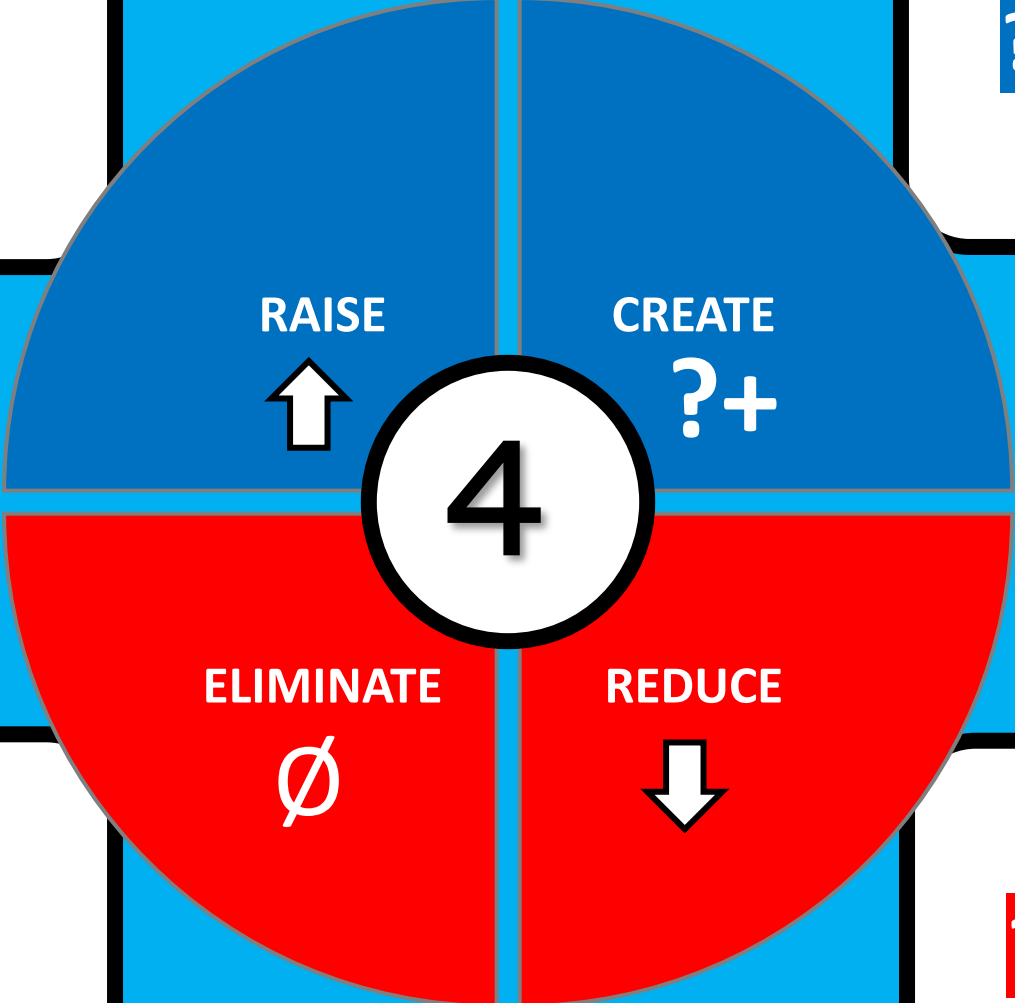


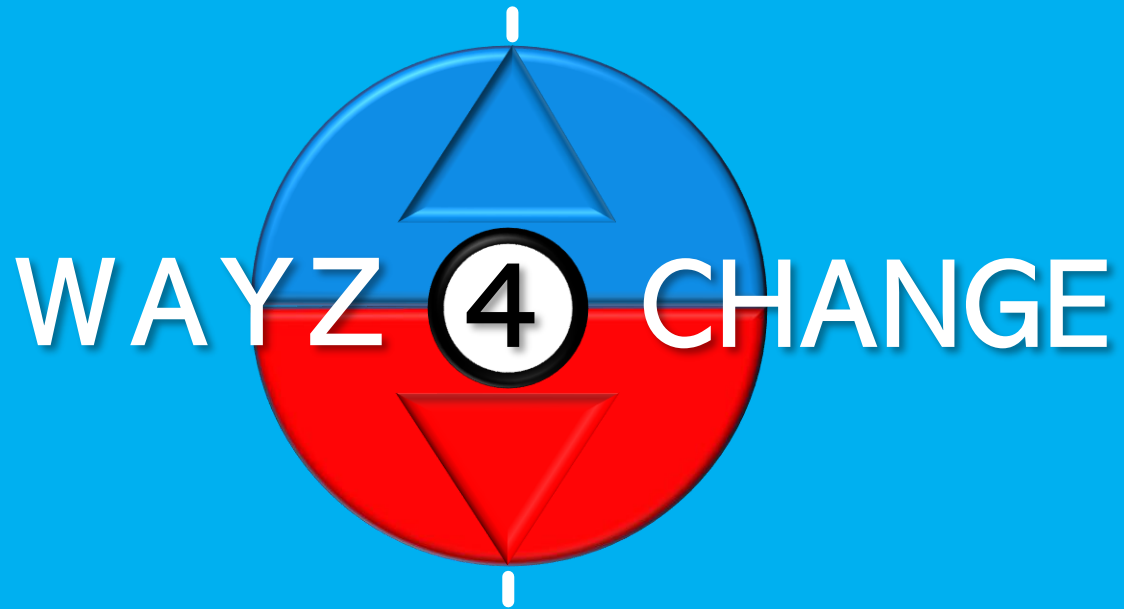




VALUE

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COACHING WITH DAN
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