LINQ SEE. SOLVE. SHARE.

# *70% of change projects fail! This costs the economy between $50 & $70Bn per annum. Was one of them yours?*

You don't have a representation of how you operate today; you don't know where you are changing from or how valuable that change will be and finding out takes significant effort…







You rely on spreadsheets, hearsay and speculation when making investing decisions and have no idea whether that investment will meet your expectations…

You don't get the information you need to be able to make an evidence-based decision because you don't understand the content you are provided with…







One third of your change projects succeed, but that's "normal" so you cross your fingers and hope that the next one will work out OK…

# *When you LINQ it, you will see where to implement change that delivers business value…*

*LINQ delivers value-led transformation decision support. It enables you to model the Digital Twin of your Organisation and lets you simulate change. You get to see the impact and understand the consequences of change before you commit to the investment.*

LINQs modelling environment is intuitive to use and creates validated, digital content that everyone understands and agrees on in real-time…







Value & cost is applied through the Digital Twin, providing intelligence about the contribution your people, processes, technology, and information delivers, making prioritising change easy…

LINQs Digital Twins provide the evidence you need to make decisions based on the objective needs of the business. You can communicate this to the entire business to ensure buy-in…





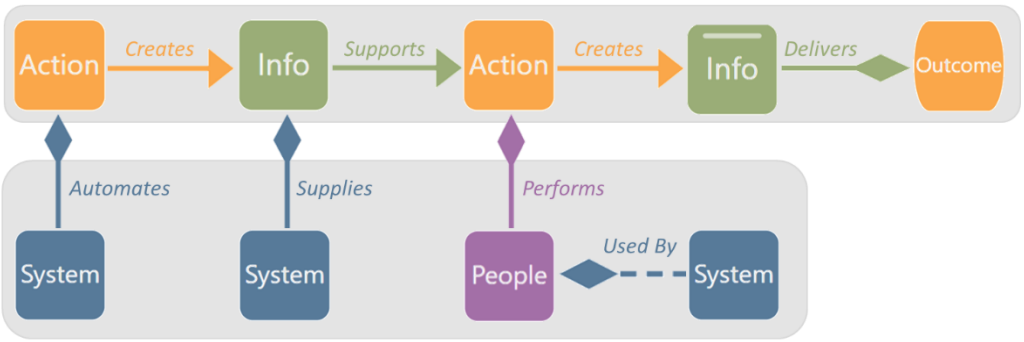


Your change and transformation projects succeed based on the outcomes modelled through your change scenarios. Measuring success and driving Continuous Change becomes the norm…

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## THE LINQ PLATFORM

LINQ models the people, processes, technology and information which makes up your business. By examining the relationships between these 4 entities, the model provides new insights about how your organisation works. Presented as “Instant Insights”, LINQ helps you have the conversations that are needed to ensure you are investing your people, time and money in areas of your business which will generate you increased business value.




LINQ can be applied to any organisation, in any domain, at any level of maturity. Whether you have a paper-focused process which relies on people to ensure your business outcomes are achieved, or are more digitised, utilising intelligent machines to broadcast and receive information as part of your decision-making process, LINQ captures it all and enables profound transformation.

**Current State** → **Insights** → **Future State** → **Impact of Change** → **Decision** → **Value**

- Get to the answer 10x faster
- Validate the benefits of change
- Understand the cost and time impact of change
- Clearly articulate the return on investment
- Know how change affects people
- Communicate to the entire business
- Know what success looks like
- Accelerate stakeholder buy-in
- Build strong team engagement

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***Invest thousands before committing millions!***

***www.thinklikeling.com***

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