

**AI levels up
performance.
People create
impact.**



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Why performance isn't enough

AI automates tasks + accelerates learning.

Hitting targets is now table stakes.

True value comes from impact.



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What impact looks like

Lifting others up.

Sharing knowledge openly.

Helping colleagues succeed.



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Recognising impact

Focus on behaviours, not personality.

Reward collaboration, respect, curiosity, customer alignment.

| *"Impact is what makes people irreplaceable."*



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The opportunity for leaders

AI will keep levelling up skills.

Impact is the multiplier of long-term success.



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