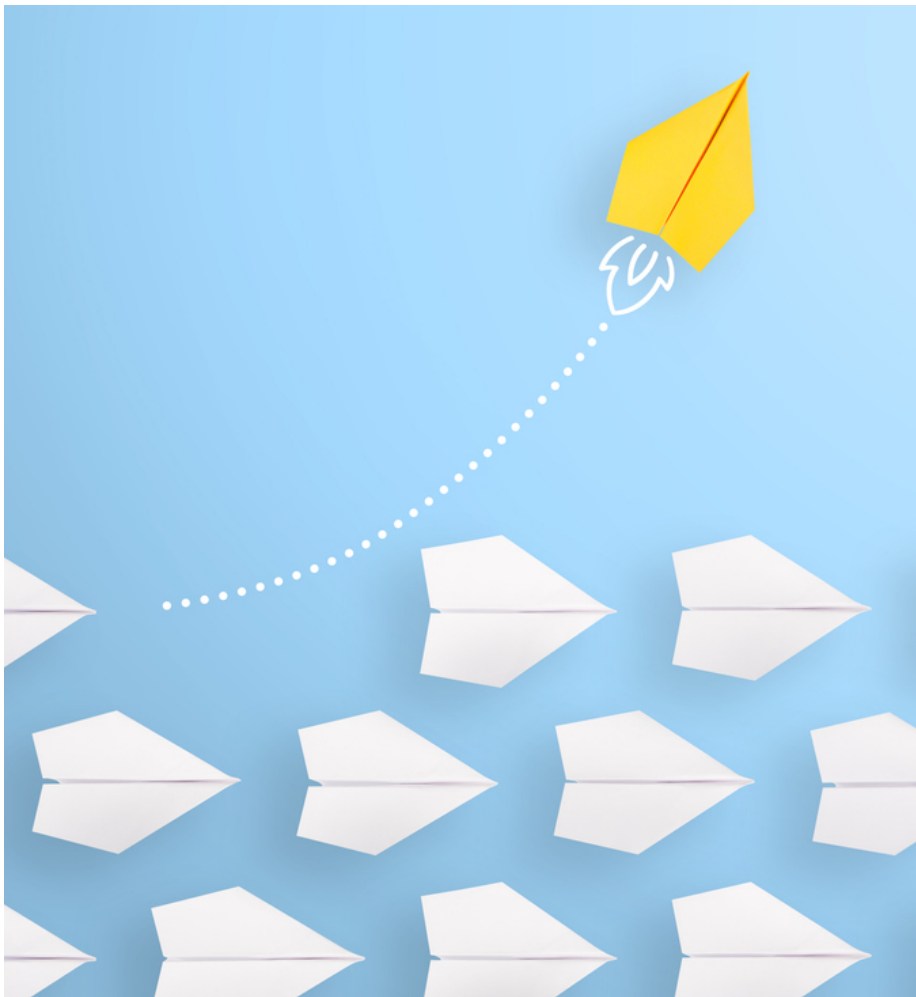


## 5 ways you can lead your brand through times of change



In these ever-changing, always complex times, you can always use a way to help guide you through the madness. Here, Master Coach Melanie Parish offers 5 tips that you can use to not only lead, but experiment in times of change.

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## What they're saying...

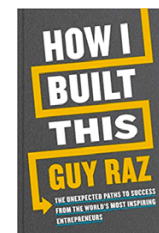
“It’s pretty easy to call up a professor at a university. You’d be amazed at how much help you get. What they have to share is brilliant. It’s untapped genius. Run your own research with friends, develop your own ease strategy.”

— YUM Brands CEO Ken Muench on how marketers of smaller companies or organizations can keep track of trends

### WHAT WE'RE READING...

## How I Built This: The Unexpected Paths to Success from the World's Most Inspiring Entrepreneurs

By Guy Raz



In this NPR podcast turned best-selling book, Guy Raz’ “How I Built This” dishes a series of priceless insights and inspiration from 200-plus of the world’s top entrepreneurs. Included are stories on how to start, launch and build a successful venture. And the list goes on. The stories offer endearing insights on how to get ahead today.

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