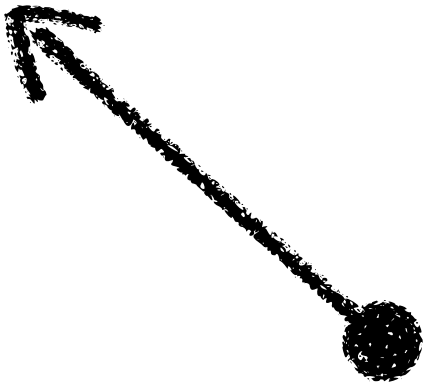




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apps, digital transformation



Seriously  
Not. A. Strategy

, wearables,

chatbots,

AI,



, personation,

, a new logo,

are brand,

, content marketing,

, agile, ,

, Agile, ,

user experience,

, learn UX,



, service design,

innovation



apps, digital transformation, wearables,  
chatbots, AI, personalisation, a new logo,  
a rebrand, content marketing, agile, Agile,  
user experience, lean UX, service design,  
innovation... ..



Seriously  
Not. A. Strategy

# The “**yes! and...?**” test