

## Stone

Sometimes things can seem so set in a particular way.  
Written on sacred stone.  
Believed to have always been that way,  
since the very dawn of time.  
And nothing can be done  
to change the way it has always been.

I am sure you know the stories of old,  
those sepia relics of a map,  
our whole ancient world.  
An open land mass, laid out flat,  
ready for the launch of ships,  
up until that point  
where we believed the edge of the world existed.  
Believed it swallowed our legends, our sailors  
into its cascading nothingness.  
But now we know better.  
We are familiar with the tilted curve of our unusual planet.  
Know it's position in the stars,  
its slow rotations,  
the change of its seasons.  
Knowledge is power.  
Traction to Formation.

And then there are the stories,  
fresh and new,  
that are only a yesterday away.  
The masks, the distances, the hand sanitising.  
The closing of borders.  
The opening of windows.  
Yet, in a blink, our systems,  
the ones that were so set in stone,  
were given a steady stream of water.  
We managed to re-arrange a whole world.  
It was by no means easy,  
But we had too much to lose,  
not to try.  
And suddenly the impossible became our blueprint.  
We know it shouldn't and it doesn't,  
take centuries or generations for change to take place.  
We have shown ourselves time and time again  
capable of seismic shifts.  
We adapt, we survive, we move, traction to formation.  
The impossible is a simple matter  
of putting some of our best heads together in a room.

Because the world is constantly changing,  
and we have the skills to change with it.  
Now is the time to step out of the silos,  
add our all our voices to the table.  
The world has had time enough to prepare.  
Time enough to re-examine its systems,  
Time enough to know that when we move,  
we need to move together,  
we take everyone with us.

Traction to Transformation.  
This is how we invest in a future.  
How we dream our dreams,  
live a life that is about more than just survival,  
more than just about a today.  
And we know the moment can be right now,  
it only takes some simple courage,  
some belief, some gutsyness,  
a simple re-imagining of the future.  
A knowing, that when we move, we move together.  
So, I call on all the heads in this room,  
to think of the ways we can be  
that blank sheet, ready for a new map.  
Be that spare room,  
ready to house the work from home desk.  
To be that Friday in the 4 day work week,  
be that filament spark in a bulb.

The world is an industry that cannot consume us.  
We are the catalysts for change,  
our stories are made in the shadows of fire.  
Made with a simple belief in our people.  
The future is never set in stone,  
we need to learn to give it some water,  
give it some time,  
and we all know even stone can be re-shaped.  
We know this world  
and we know all it's turnings.  
So when it moves next,  
Let's be sure to move together.