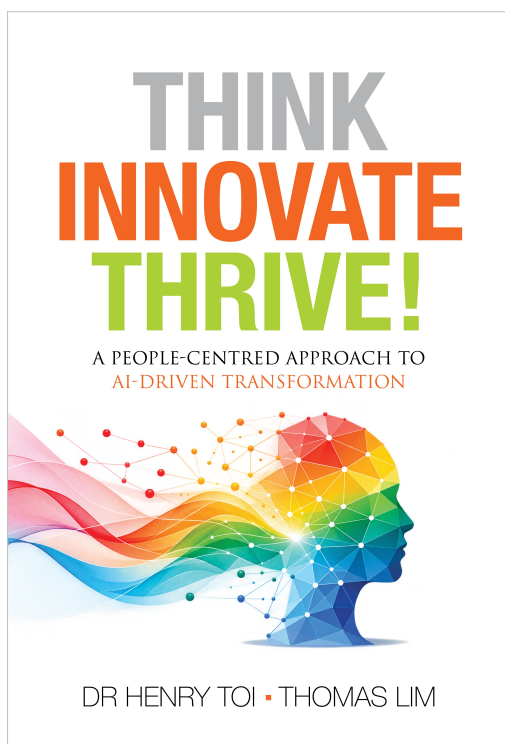


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In an era where artificial intelligence is reshaping every industry, organisations are investing heavily in digital transformation; yet many initiatives still fail to deliver lasting results. *Think. Innovate. Thrive!* explores why. Through the story of a multinational enterprise navigating AI-enabled change across Asia, the book reveals that sustainable transformation depends not on technology alone, but on the quality of the human systems that support it. Combining engaging narrative with practical leadership insights, the authors introduce the *PEARLS Innovation Change Model*, integrating systems thinking with a people-centred approach to organisational change. By connecting *Performance, Experience and Learning (PEL)* with the six conditions of sustainable change – *Purpose, Experience, Attitude, Resilience, Learning and Stepping Out (PEARLS)* – the book provides leaders with a practical framework to build adaptive, innovative organisations where people internalise change, strengthen conviction, and create results that endure. Whether you are leading AI adoption, organisational transformation, or cultural renewal, *Think. Innovate. Thrive!* offers a roadmap for moving beyond implementing change to building organisations that continuously think, learn, innovate, and thrive.

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ON *THINK. INNOVATE. THRIVE!*

“The authors' central insight is as simple as it is important: innovation will not endure unless people internalise the change, learn through it and act with conviction.

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“This book explores human-centred transformation, highlighting the importance of emotional stability, trust and learning velocity in creating resilient, adaptive and thriving organisations.

HO SEONG KIM • CEO • Singapore Institute of Management Academy

“Systemic principles that guide successful implementation form the foundation of this book, which uses a narrative style that makes it accessible to working professionals.

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