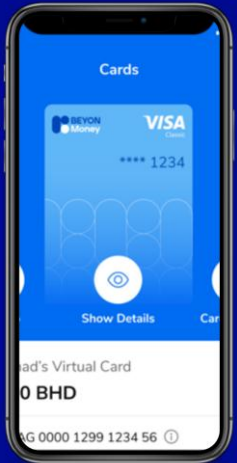


Up to 6% cashback

Beyon Money entered the market with intended outcomes and disruptive innovation introducing a new way of banking style with its financial super app that allows you to connect your bank accounts, pay bills, and send funds abroad instantly all in one place.

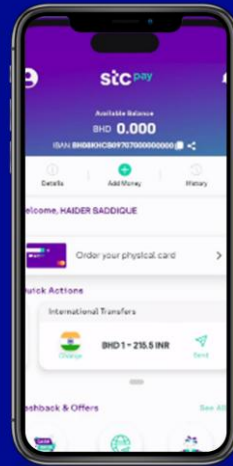
- 1 Copying with Bahrain 2030 vision
- 2 Grab opportunities in the digital era
- 3 Main Drivers of innovations and efficiency



Beyon Money Under Pressure



Beyon Money was under pressure, and it was their time to change the direction of how their organization works to maintain their lead in the market



Directors of the Market



Director Controlling Intended



PESTLE Checklist

Resistance

- Active Resistance: When employees are active in opposing change
- Passive Resistance: When employees have negative emotions about change, and they are the most dangerous ones

- 1 Respond
- 2 Denial
- 3 Resistance
- 4 Exploration
- 5 Commitment

“Let the nature take its course”

Diagnosed Challenges using PESTLE:

- Political & Legal: Obtain license
- Social & Environmental: Communication with clients.
- Technological: Overcome technical issues and errors.

Approach to solution by Checklist:

- Create dis-satisfaction.
- Give the direction.
- Make people believe in the solution.
- Embrace issues that occurs.