You could use The Big Thaw in the following ways:

- **Tool for internal planning and strategy**
  The New Paradigms chapter in Vol. 2 and its summary of shifting roles on page 21 can be used to assess your organization's structure and the human resources needed to succeed in the new competitive landscape. The New Sources of Value chapter can help you prioritize the products and services you provide and the New Business Models chapter to structure your organization's financials.

- **Conversation starter among staff, board, or other key stakeholders**
  Appendix B includes a worksheet facilitating group discussions. The worksheet includes four provocative statements, based on our research, so staff and officers—test how to add others. Use this process to identify the implications of the new industry dynamics on your organization’s future strategies.

- **Tool for innovation**
  Use Vol. 3, Future Possibilities to help create new business models, product strategies, and operating models. This volume only begins to identify potential game changers, but it can be used as a starting point for you to identify others.

- **Knowledge development**
  Use the Competitive Landscape chapter in Vol. 2 to explore the types of partnerships you could build to succeed.

- **Future conversations**
  Share the Big Thaw with funders that are interested in learning about new media's emerging realities and may want to explore your organization’s role in the new media environment.

- **Online discussion**
  Share portions of The Big Thaw with your users to engage them with shifting industry dynamics and solicit comments and discussion to further your strategy thinking.

For online discussion or to download a copy of The Big Thaw: [www.themediaconsortium.org/theslideshow](http://www.themediaconsortium.org/theslideshow)