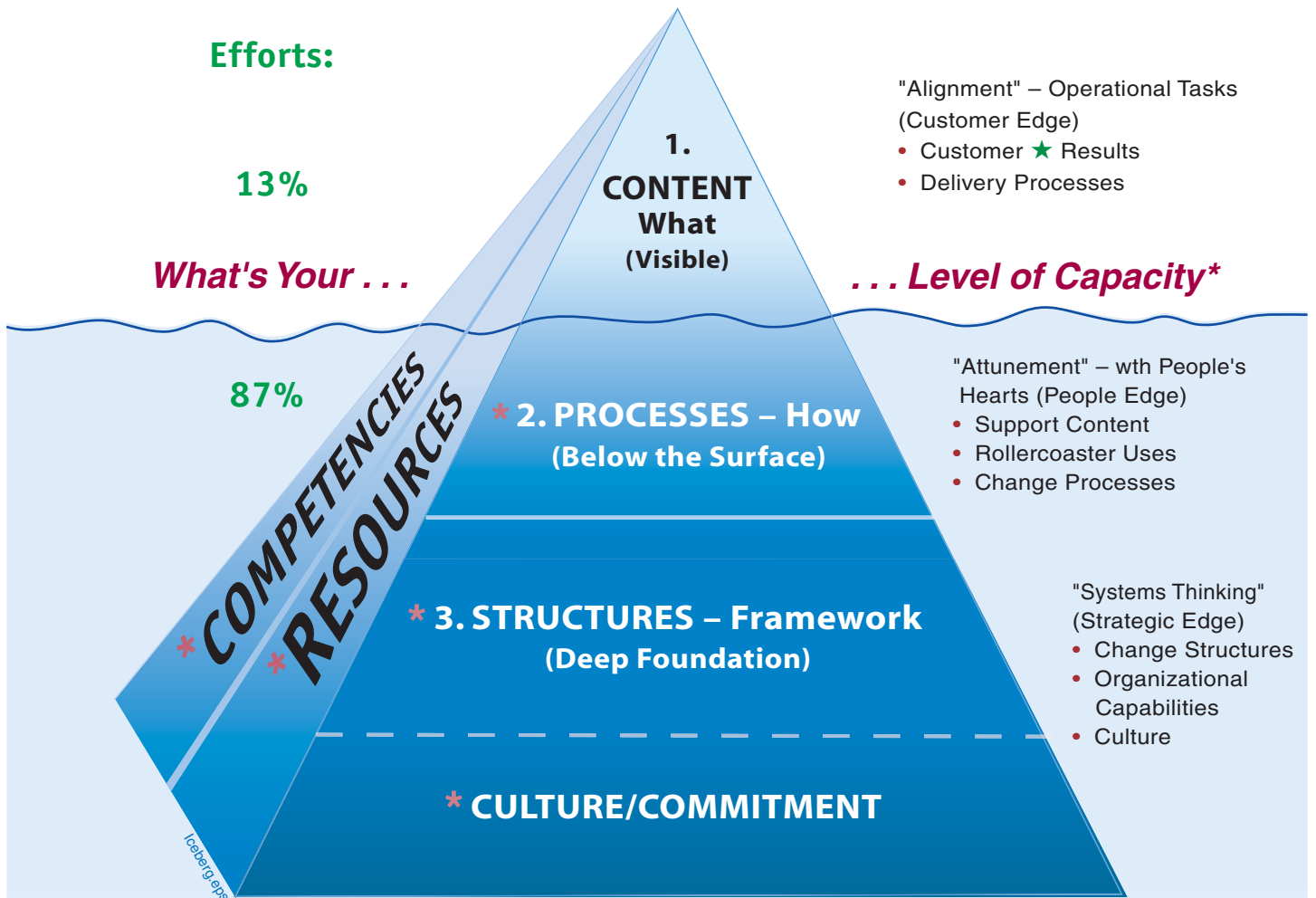


THE ICEBERG THEORY OF CHANGE

The Systems Thinking Approach™

(The **CAPACITY*** to Achieve Your Competitive Business Advantage)



CONTENT MYOPIA

is our failure to focus on Process and Structure.

Yet,

Change is dependent on good *Processes and Structures*
in order to Achieve the *Content* of the desired changes.

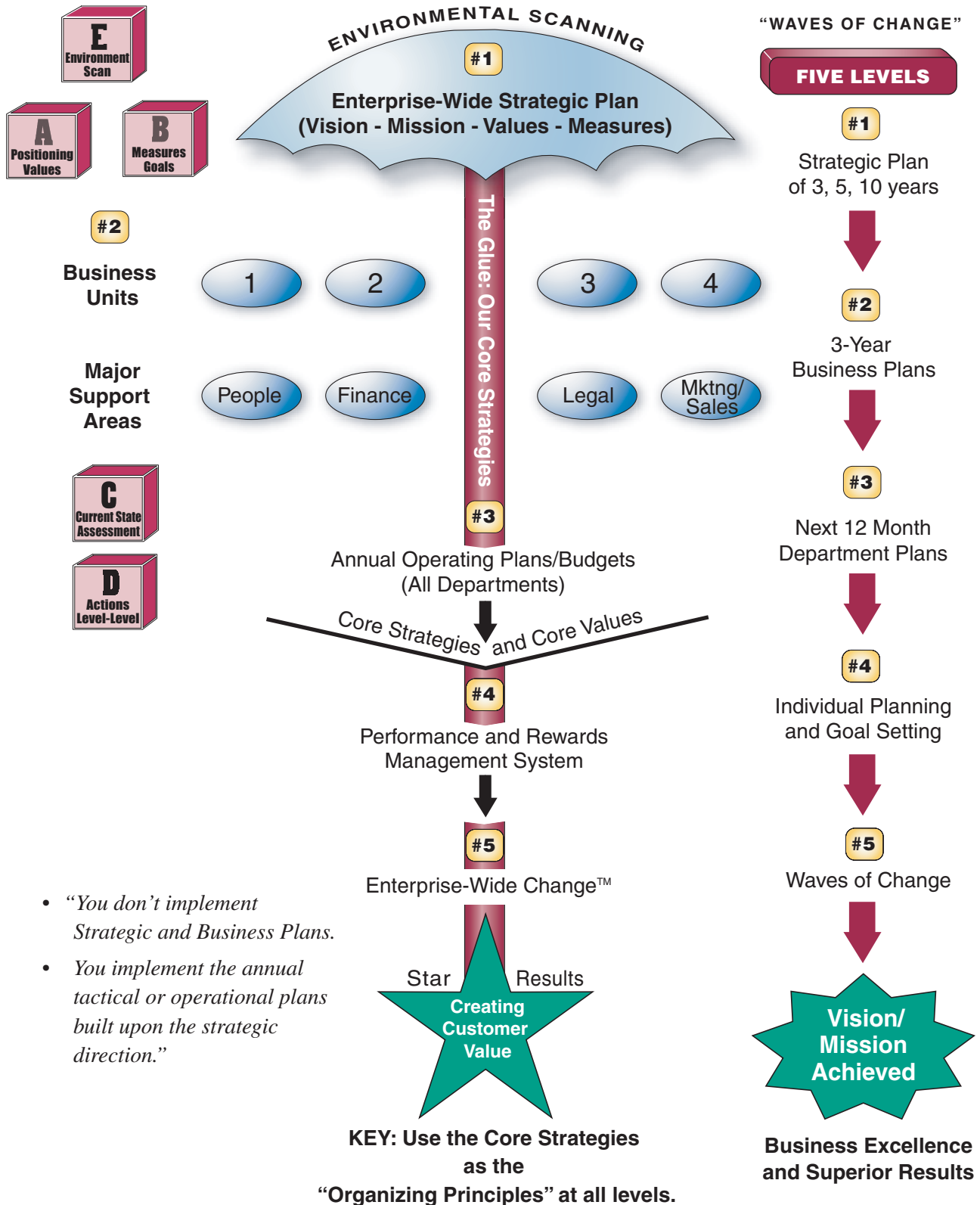
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THE CASCADE OF PLANNING™

The Systems Thinking Approach™

“STRATEGIC CONSISTENCY AND OPERATIONAL FLEXIBILITY”



- “You don’t implement Strategic and Business Plans.
- You implement the annual tactical or operational plans built upon the strategic direction.”