

PERSPECTIVE

(WHY?)

VISION · MISSION · ETHICS · SPIRIT

KNOWLEDGE

CONTEXT.

FAILURE:
DON'T KNOW
WHAT DON'T
KNOW

STRATEGY

WHO? WHAT? WHEN? WHERE?

FAILURE:
INCORRECT ASSUMPTIONS
LACK OF AGREEMENT

COMMUNICATION
(MEDIA)

HOW?

FAILURE:
LACK OF
CLARITY

· CONNECTION
· ACTION
· REACTION

INFORMATION

THE WORLD AS IT IS