

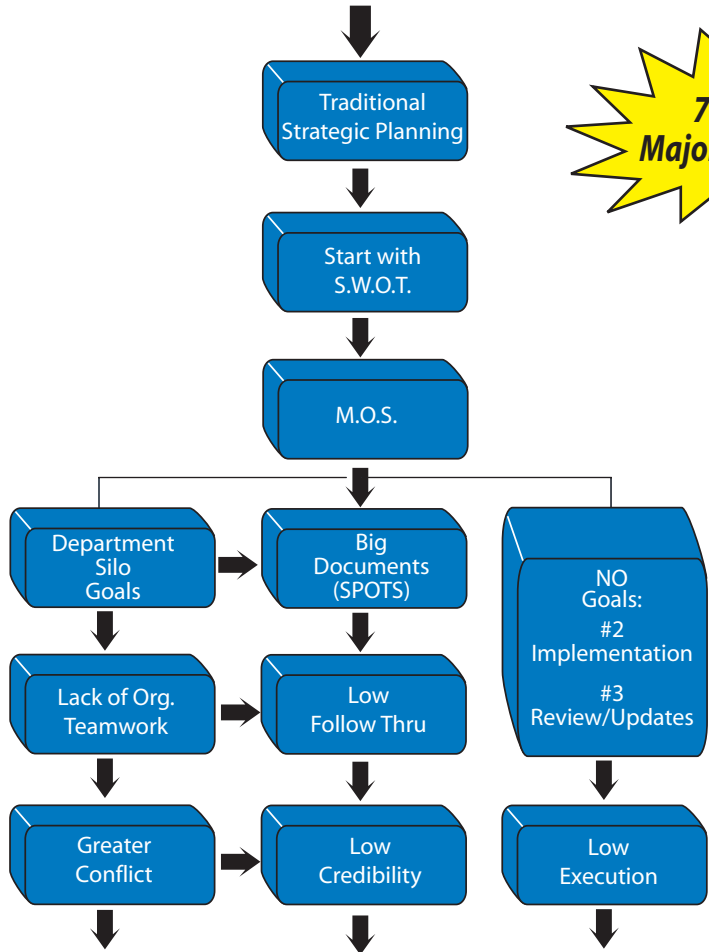
# REINVENTING STRATEGIC PLANNING

accelerates into

## CREATING CUSTOMER VALUE

A Yearly Strategic Management System and Cycle using the *Systems Thinking Approach™*

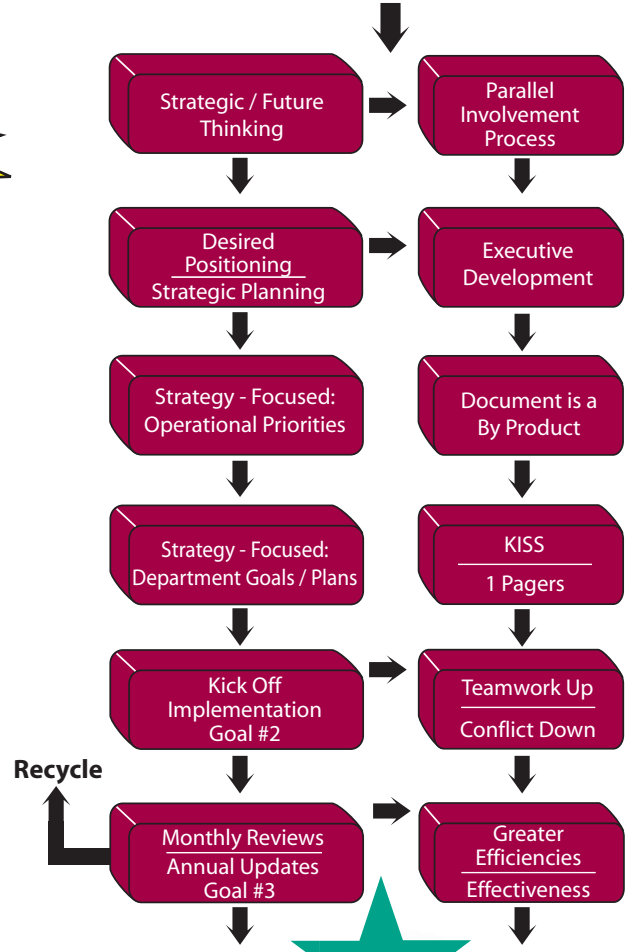
### —TRADITIONAL STRATEGIC PLANNING—



**75% of ALL Major Change Fails**

**LOW CHANGES AND LOW RESULTS**

### —REINVENTING STRATEGIC PLANNING—



**BUSINESS EXCELLENCE AND SUPERIOR RESULTS**

**(A Yearly Strategic Management System and Cycle)**

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