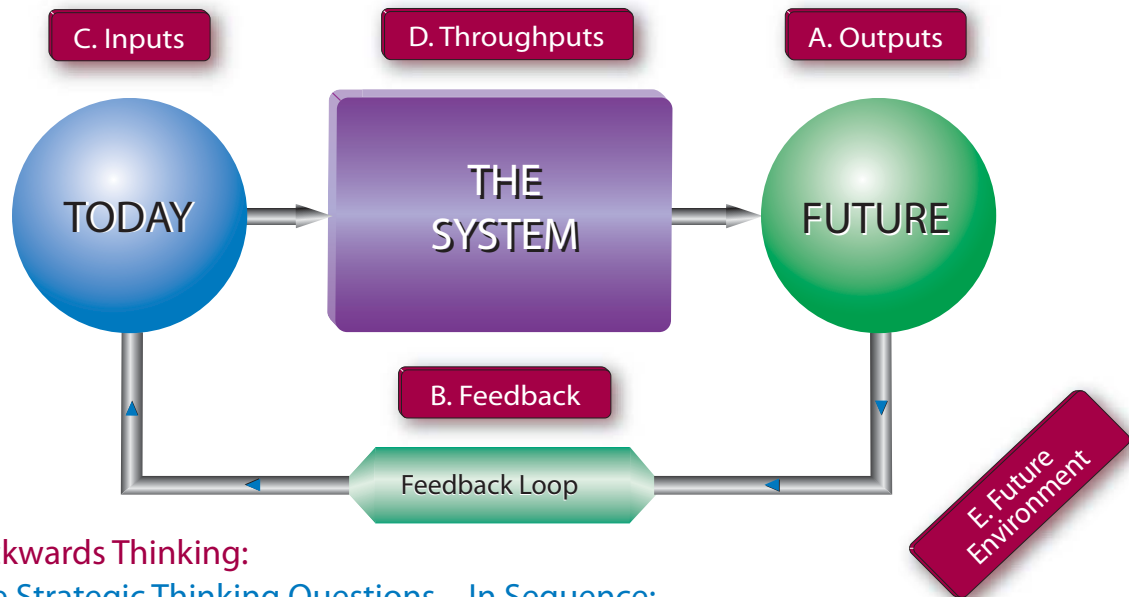


"A New Orientation to Life" – Our Core Technology

STRATEGIC THINKING

"From Complexity to Simplicity"

Systems: Systems are made up of a set of components that work together for the overall objective of the whole (output).



Backwards Thinking:

Five Strategic Thinking Questions – In Sequence:

- A** Where do we want to be? (i.e., our ends, outcomes, purposes, goals, holistic vision)
- B** How will we know when we get there? (i.e., the customers' needs and wants connected into a quantifiable feedback system)
- C** Where are we now? (i.e., today's issues and problems)
- D** How do we get there? (i.e., close the gap from C → A in a complete, holistic way)
- E** Ongoing:
What will/may change in your environment in the future?

vs. Analytic Thinking Which:

- 1 Starts with today and the current state, issues, and problems
- 2 Breaks the issues and/or problems into their smallest components
- 3 Solves each component separately (i.e., maximizes the solution)
- 4 Has no far-reaching vision or goal (just the absence of a problem)

NOTE: In Systems Thinking, the whole is primary and the parts are secondary (not vice-versa).

"If you don't know where you're going, any road will get you there."

Why Thinking Matters
"How you think... is how you act... is how you are."

Source: Society for General Systems Research:
American Management Journal, December 1972

8/10/2007