

U_PROCESS



A business strategy is a powerful tool for helping you reach your business goals, defining the methods and tactics you need to take within your company. The business strategy also guides many of your organizational decisions, such as hiring new employees.

Radical Creativity, Collaboration & Innovation

Know the Rules

Play by the Rules

Play with the Rules

Break (Ignore) the Rules

— First Break All the Rules
(Marcus Buckingham)

Create (Make) the Rules

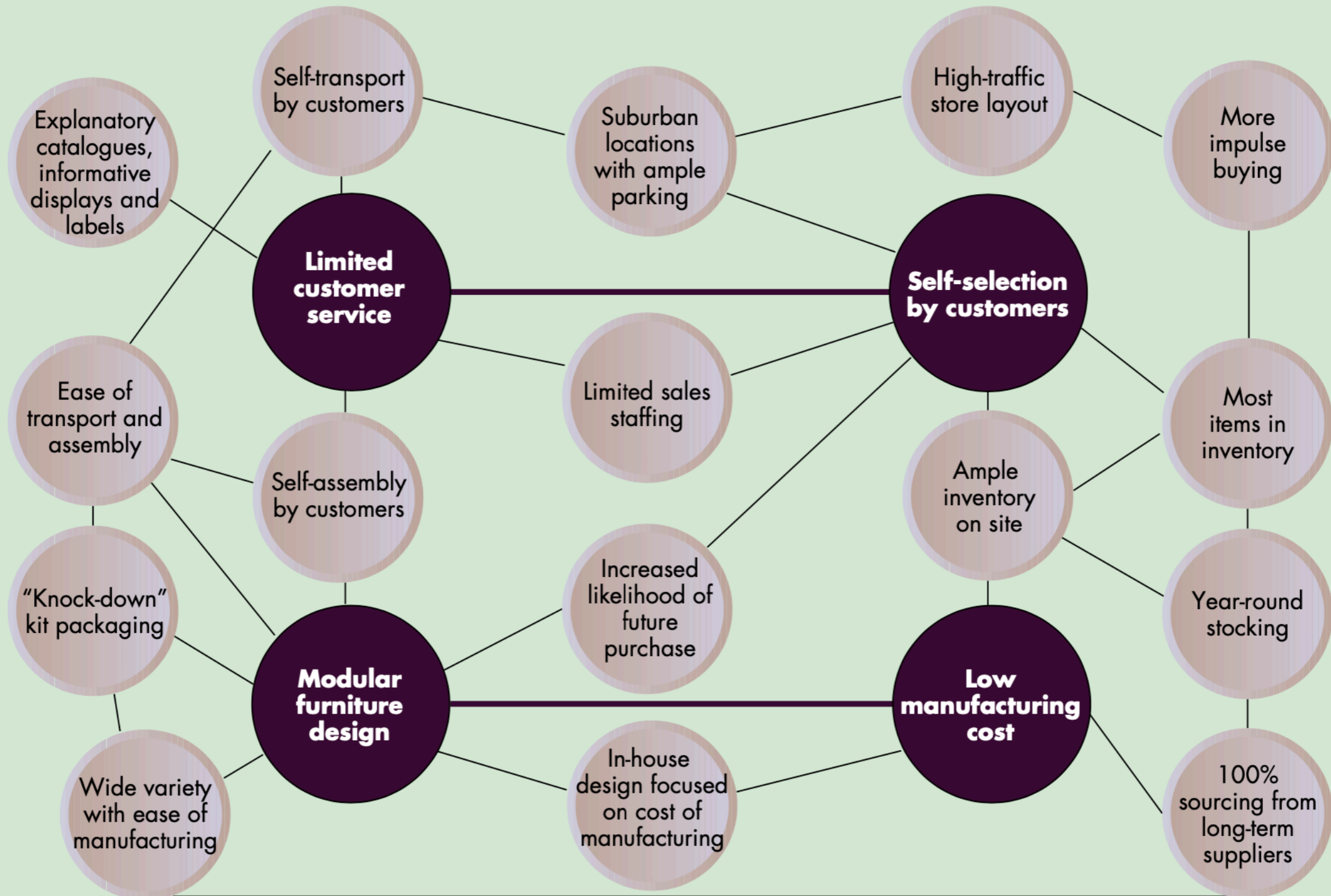
— Rule Makers, Rule Breakers
(Michele Gelfand & Curt Coffman)



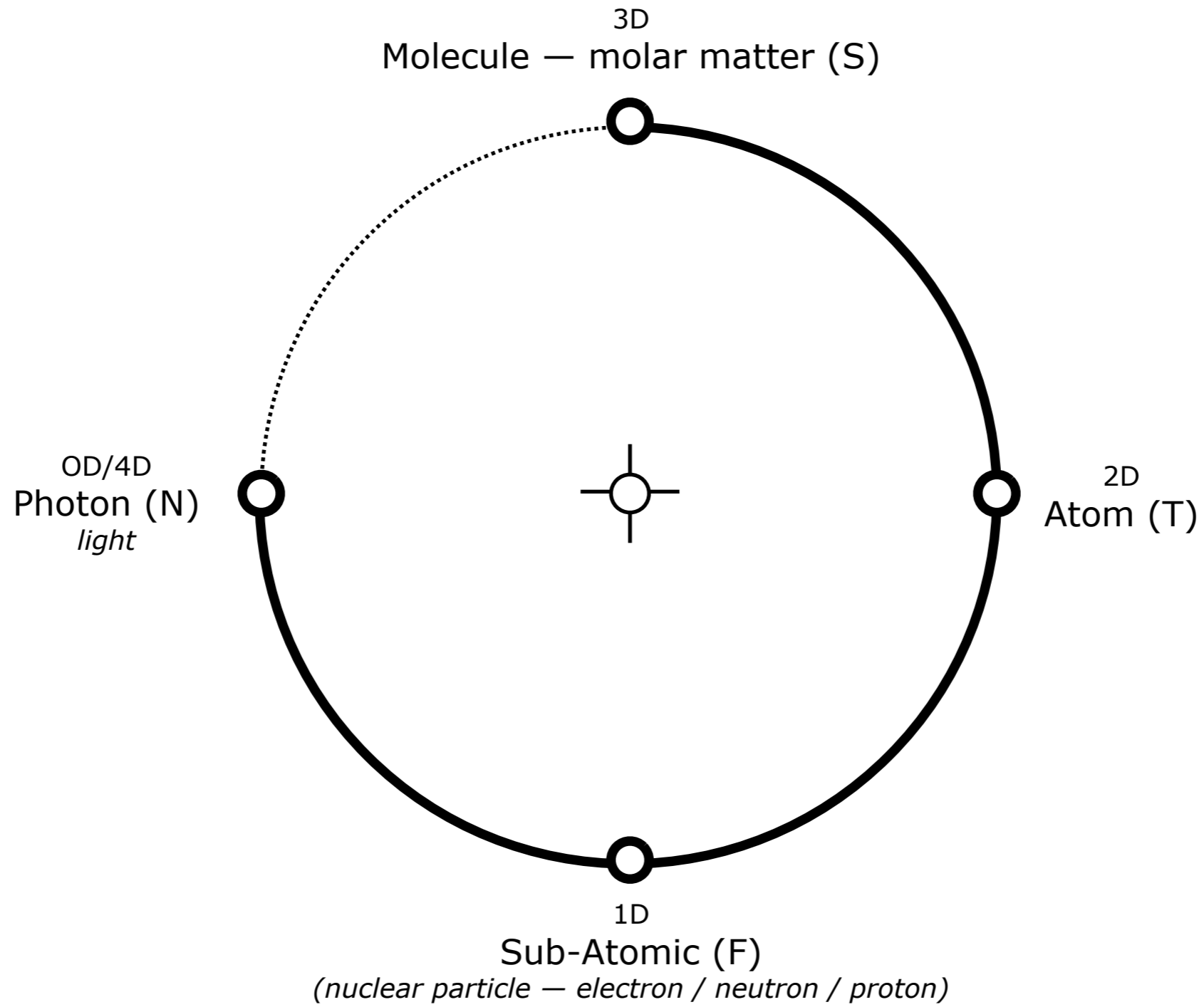
Mapping Activity Systems

Activity-system maps, such as this one for Ikea, show how a company's strategic position is contained in a set of tailored activities designed to deliver it. In companies with a clear

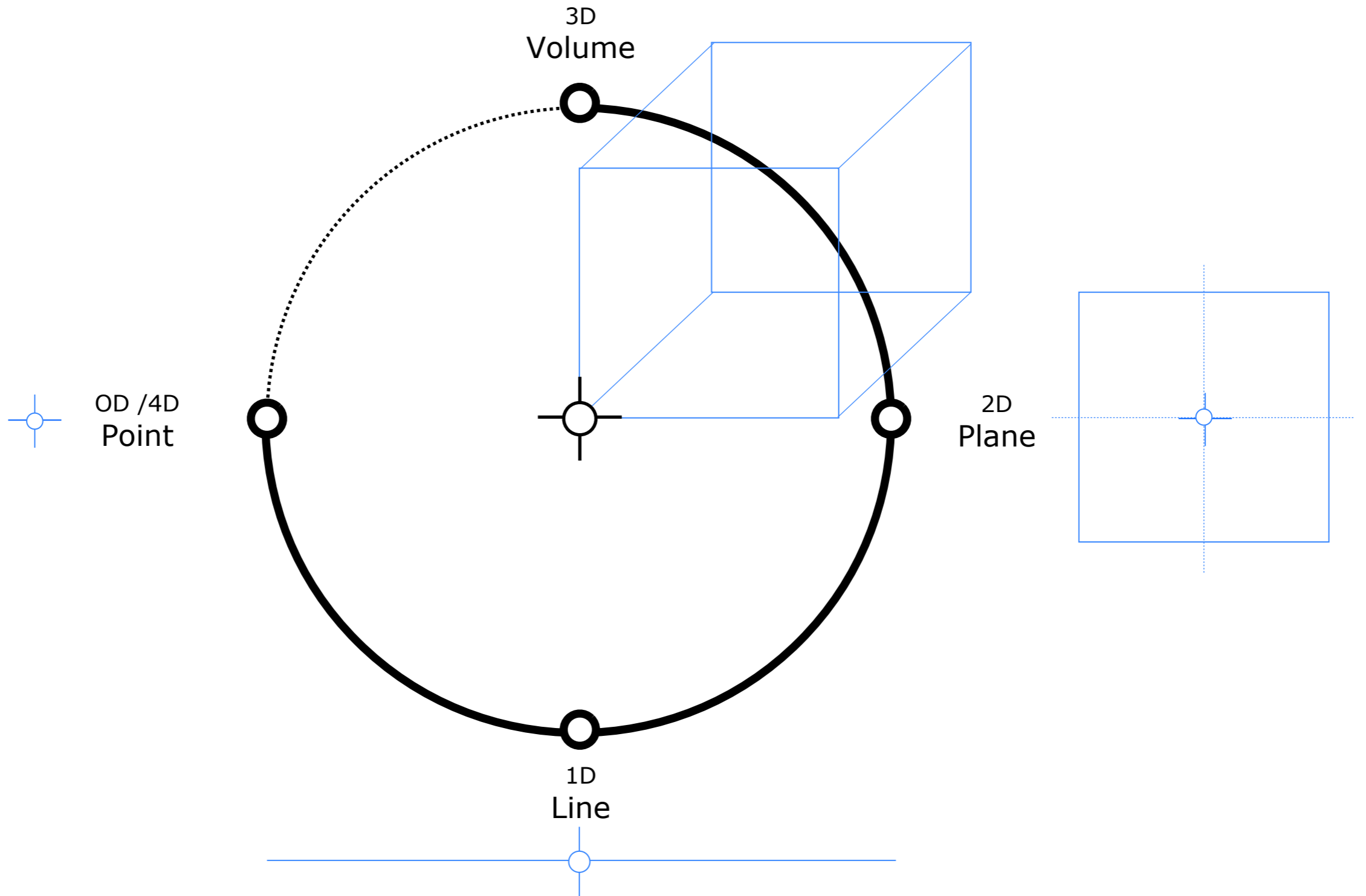
strategic position, a number of higher-order strategic themes (in dark purple) can be identified and implemented through clusters of tightly linked activities (in light purple).



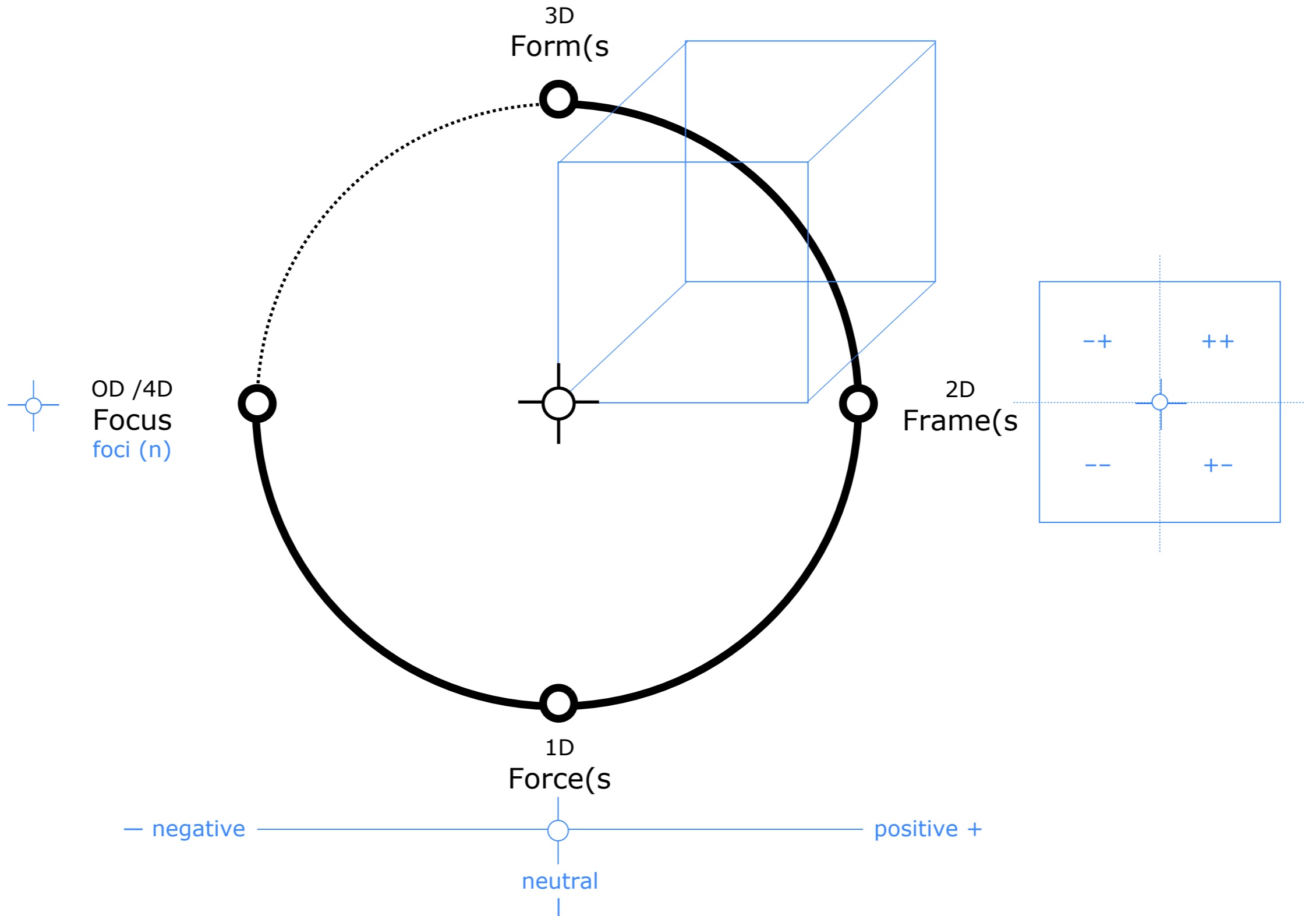
UNIVERSAL_PROCESS ...



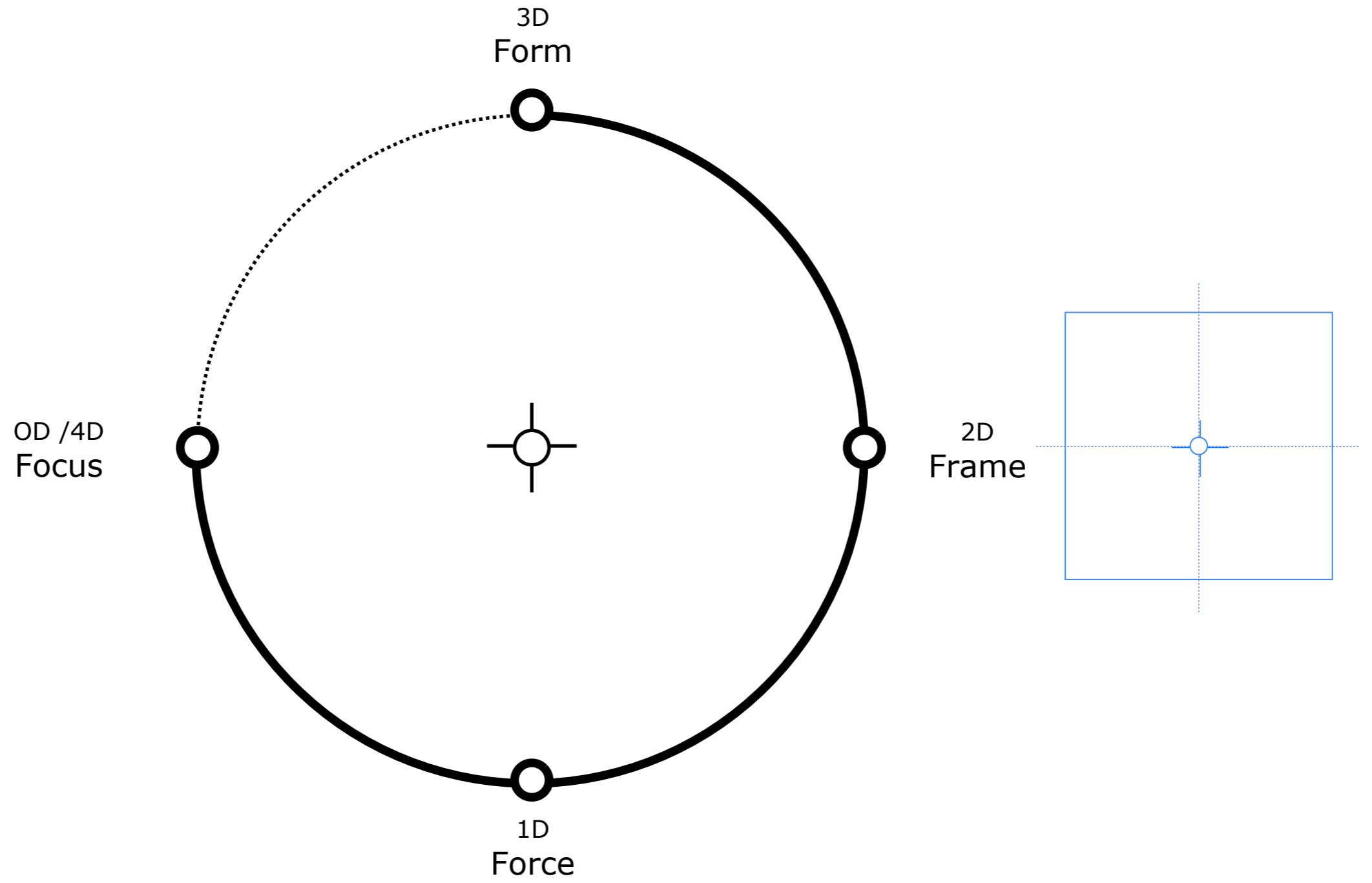
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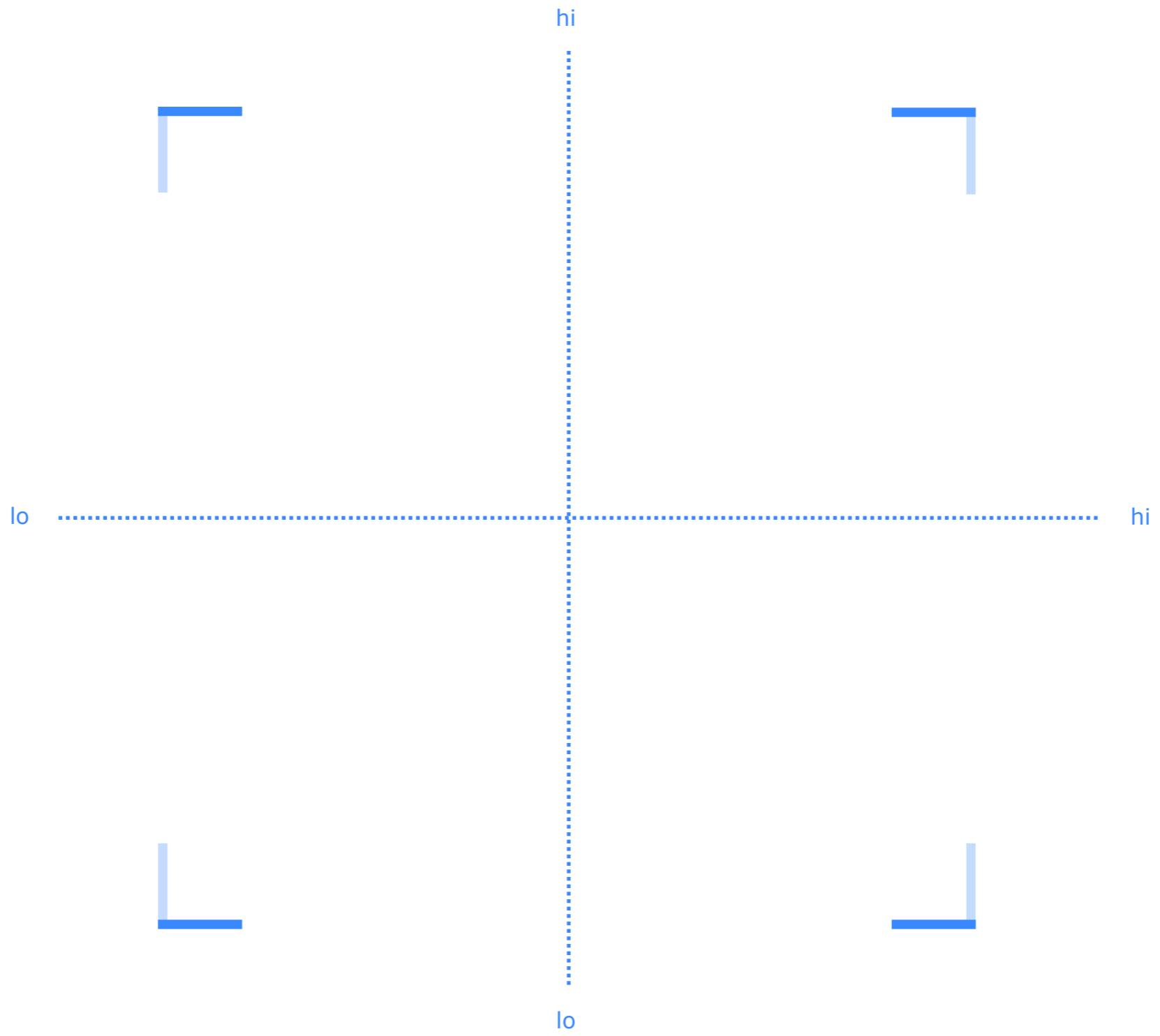


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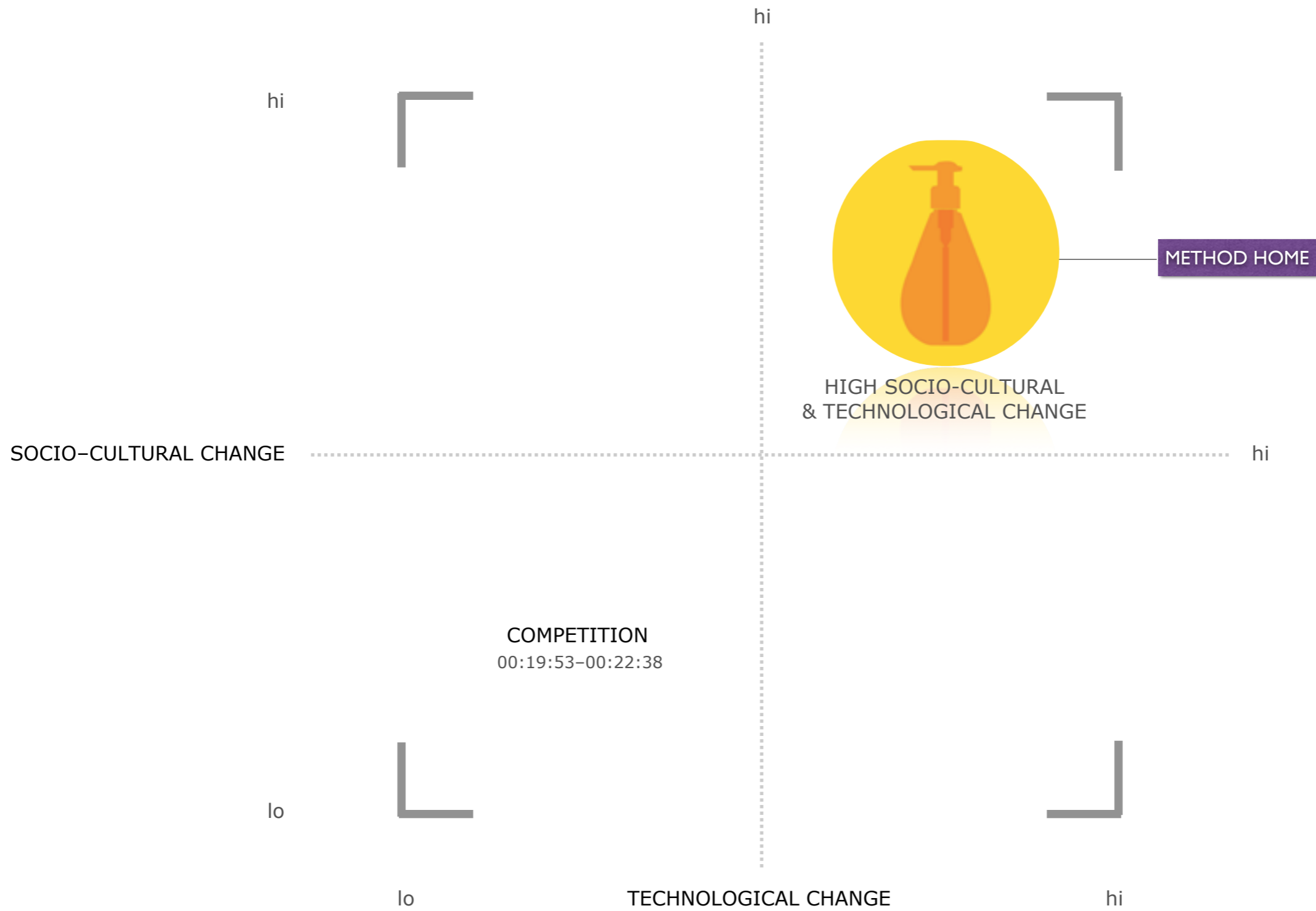


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Socio-Cultural (Societal) Change / Technological Change ...



STRATEGIC PARTNERS

karim
BIO
KARIMANIFESTO
CLIENTS



KEY ACTIVITIES

1
2
3
SIMPLE RULES
4
5
6
DESIGN DRIVEN

KEY RESOURCES



VALUE PROPOSITION



method.

CLEAN
NON-TOXIC
ECO-FRIENDLY
STYLISH
FRAGRANCED
HOME CARE
CLEANING PRODUCTS



CUSTOMER RELATIONSHIP

AWARDS
EVENTS
PUBLICATIONS
PRESSPAK

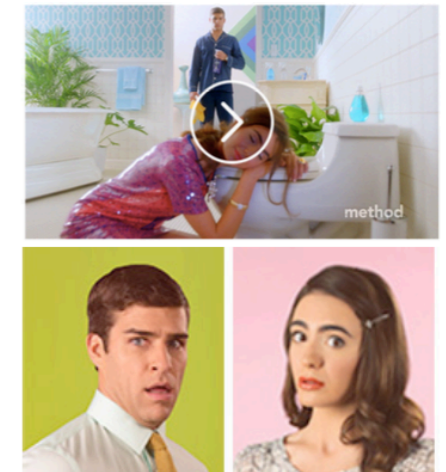
DISTRIBUTION CHANNELS



CUSTOMER SEGMENT



PEOPLE
WHO VALUE
METHOD'S
METHOD



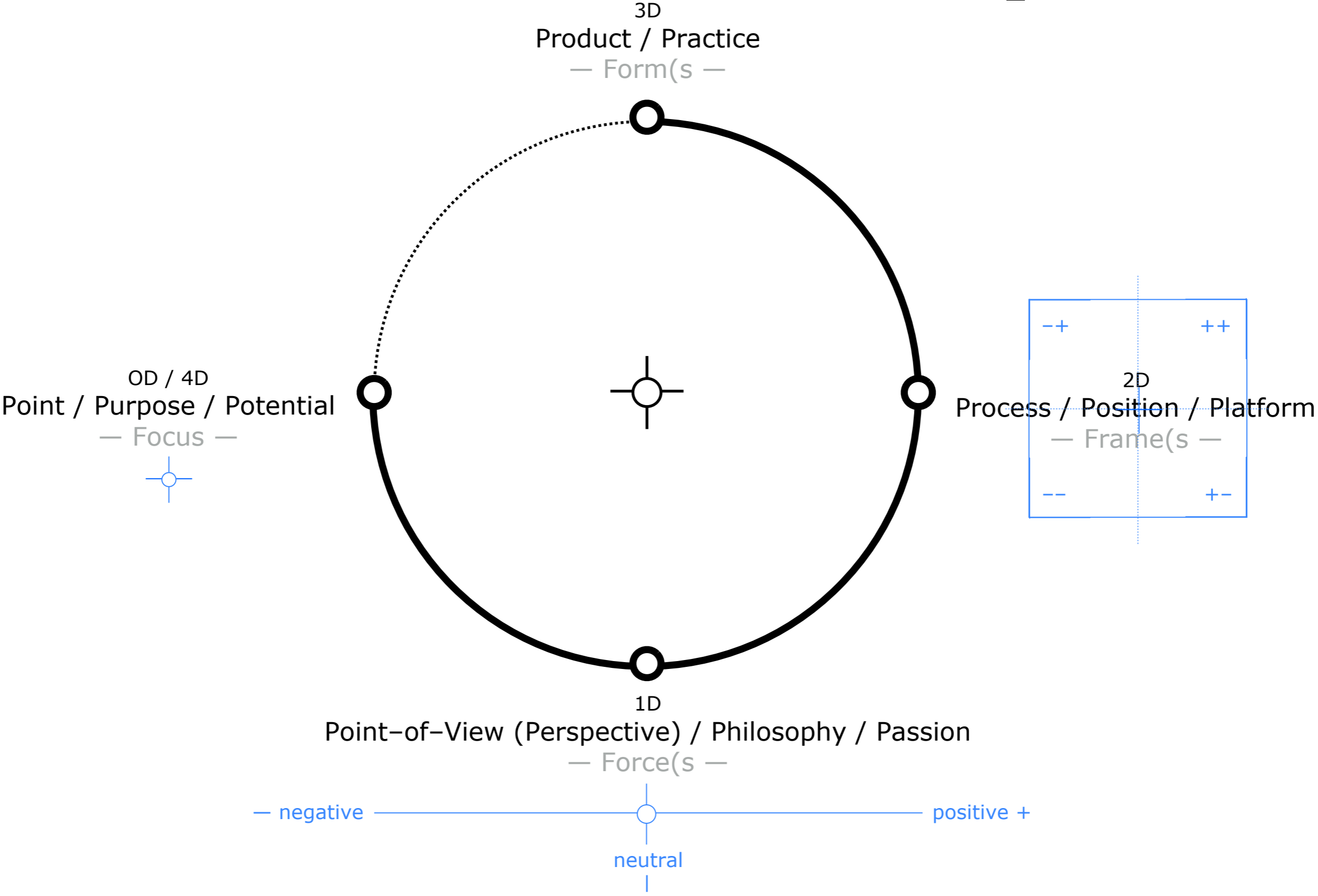
COST

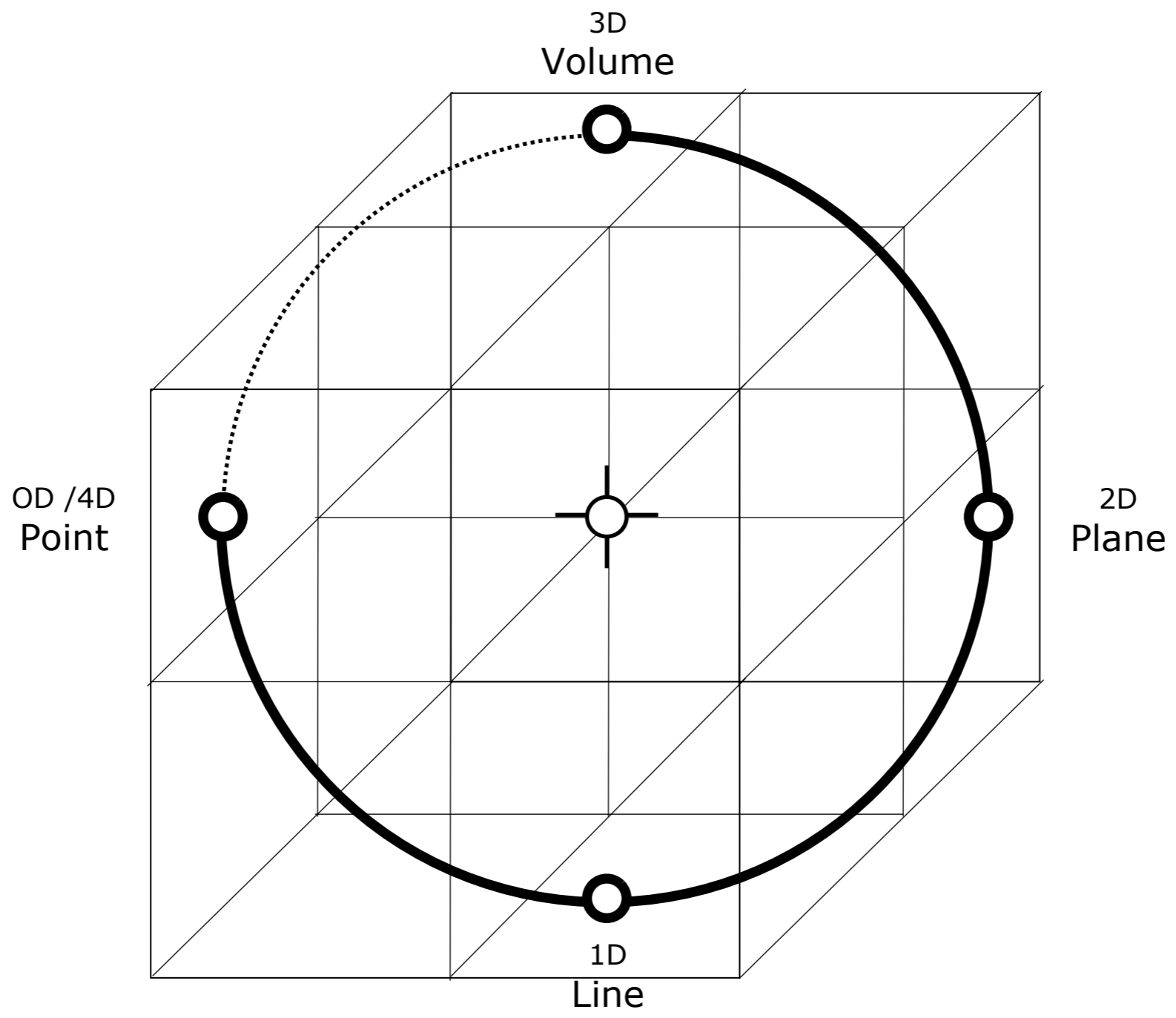
\$30,000
BOTTLE DESIGN

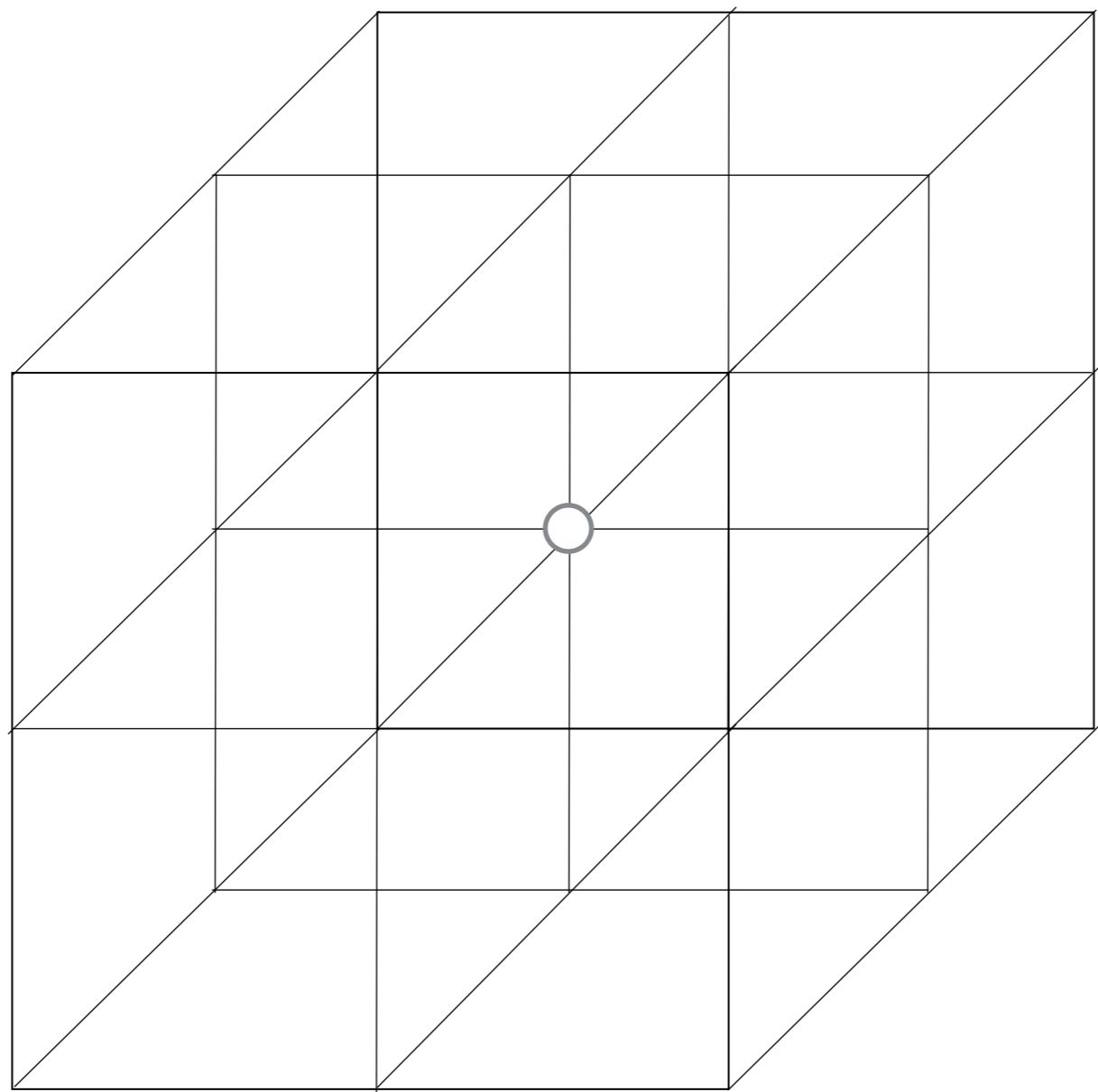
REVENUES

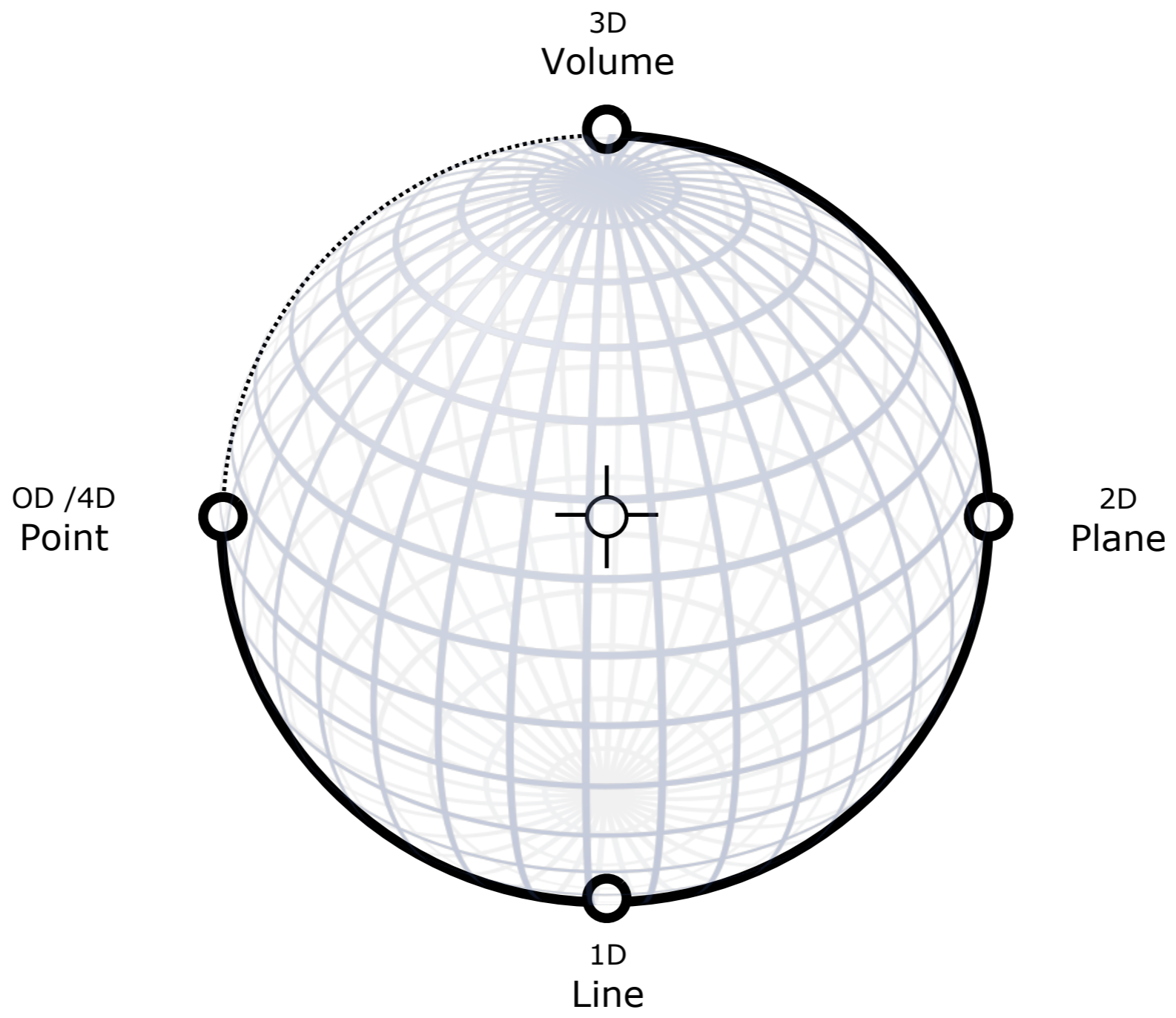
UNIT PRICE \$2.99
GEL HAND WASH

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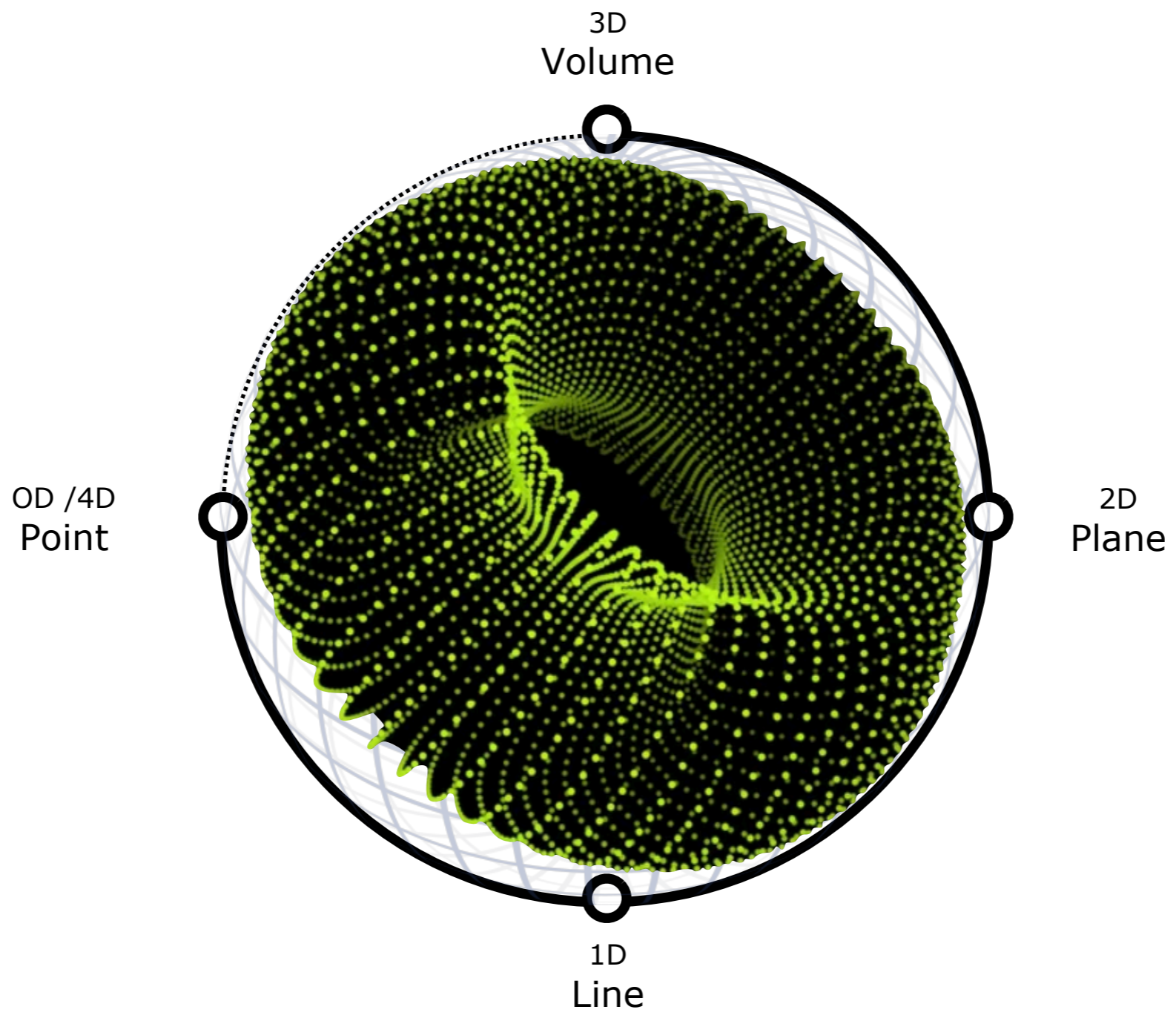


3D
Volume

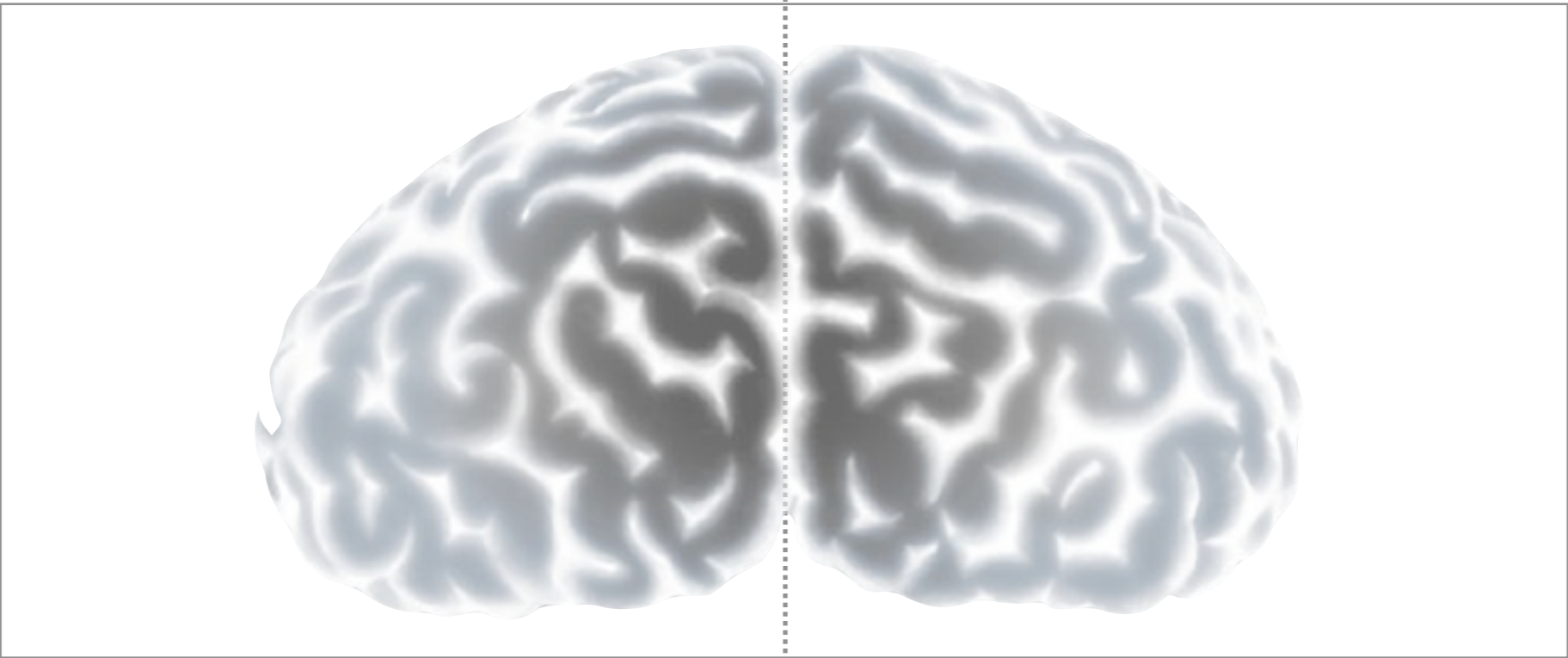
OD /4D
Point

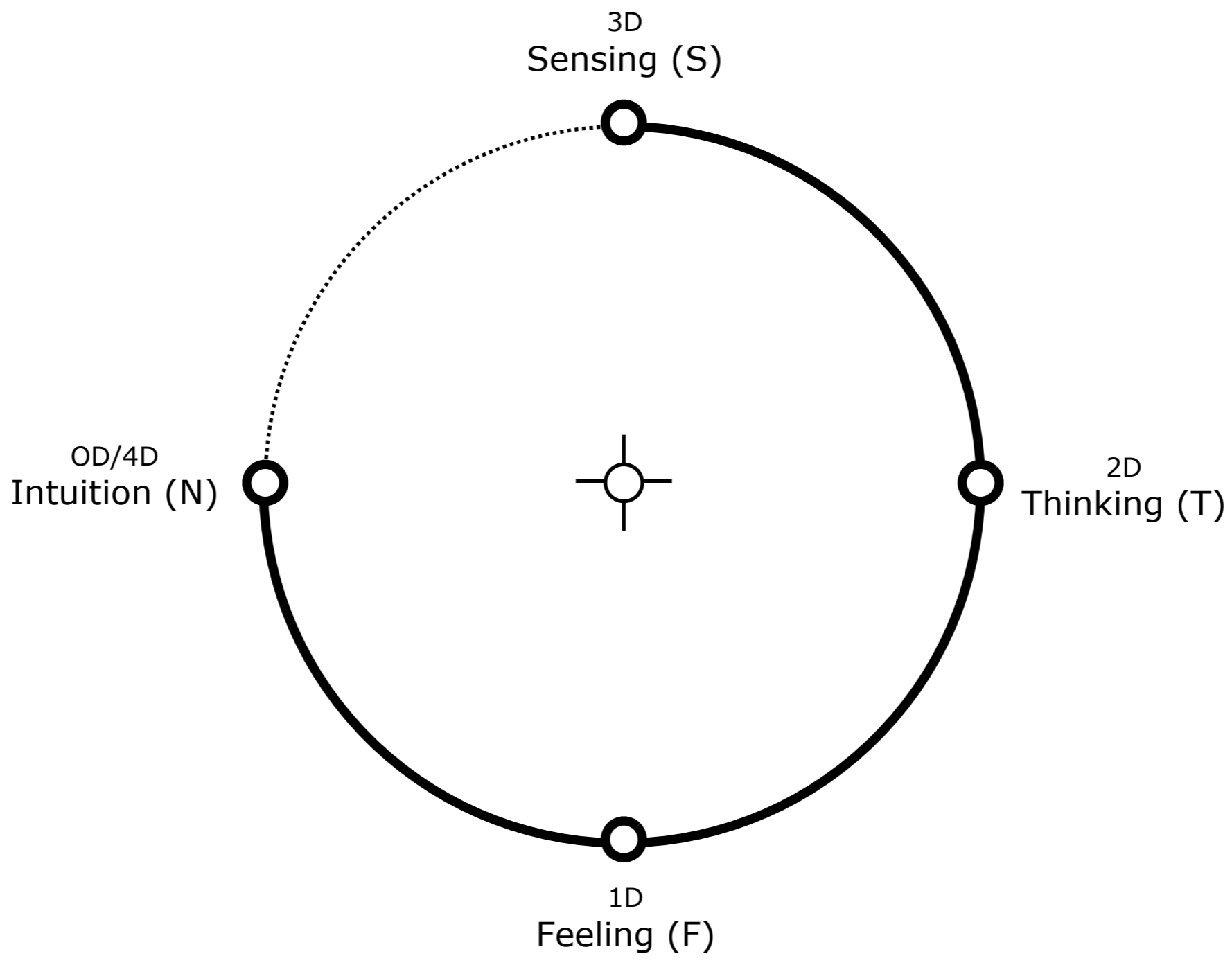
2D
Plane

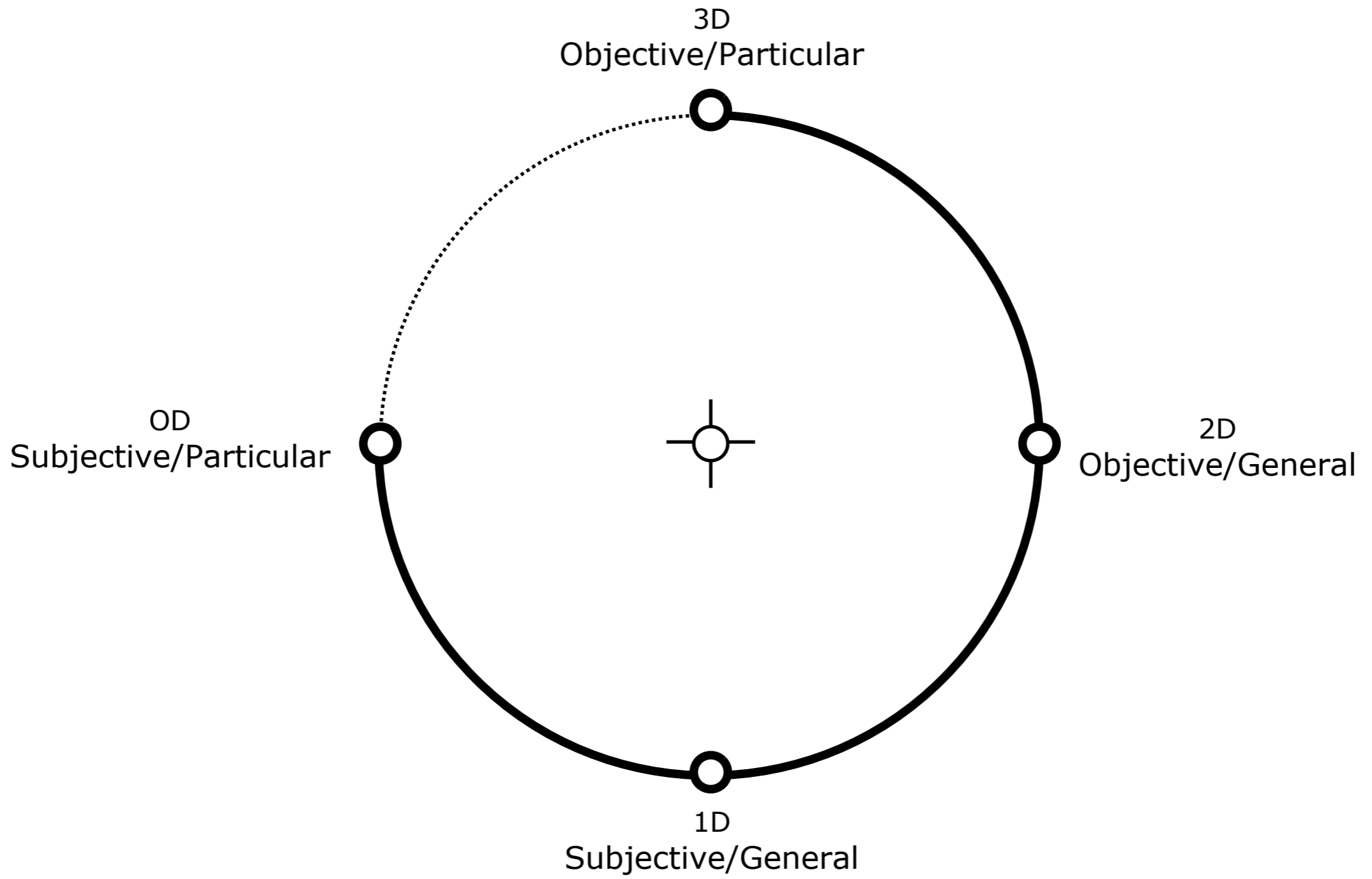
1D
Line

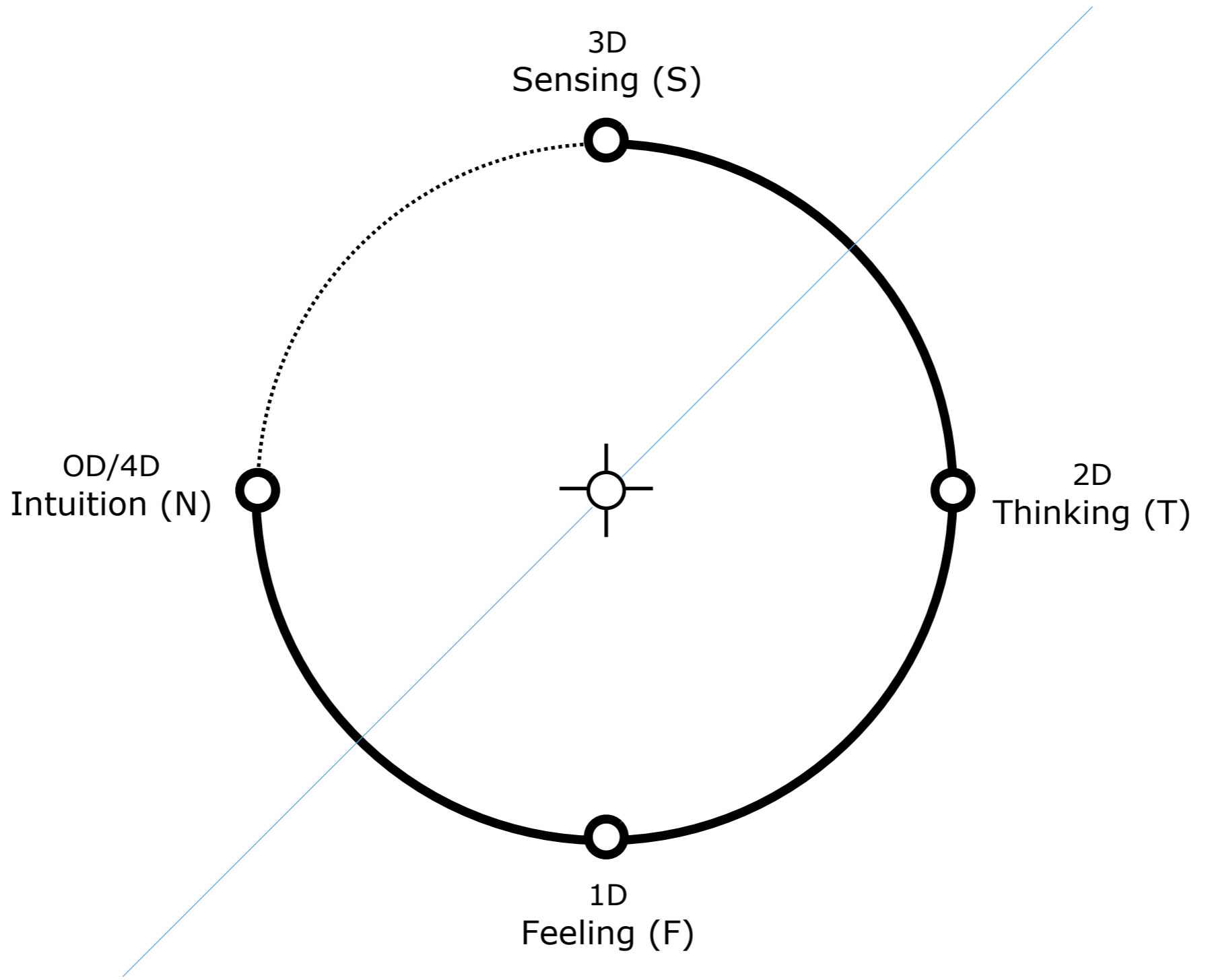


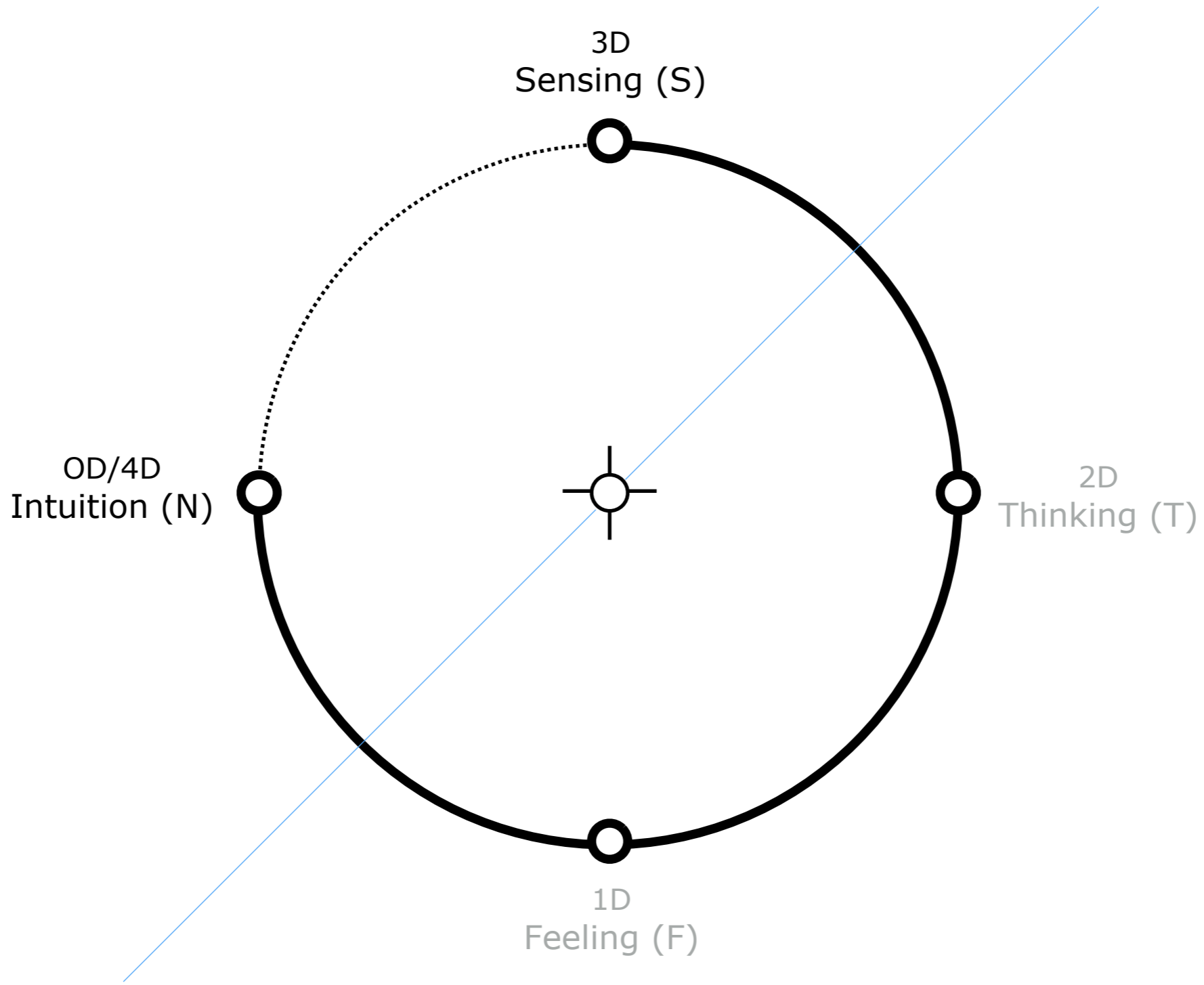
cognitive emphasis and differences ...











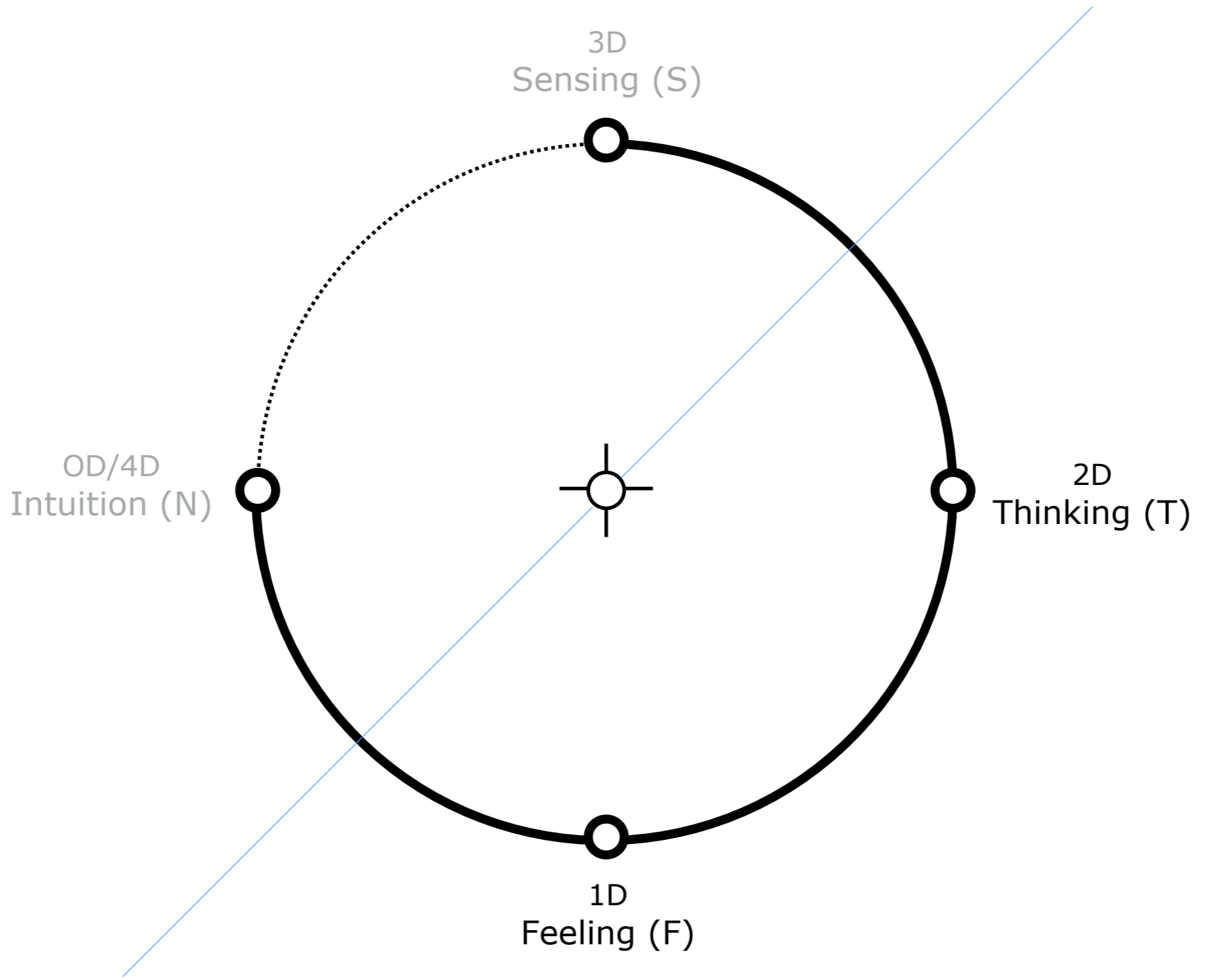
attending — how one gathers / absorbs information

[S] sensing

people who prefer sensing tend to focus on the present (past) and on concrete, real, practical, direct, facts-of-life experiences; information gained through the senses (explicit meanings).

[N] intuition

people who prefer intuition tend to focus on future possibilities, with a view towards patterns, abstract relations and implicit meanings.



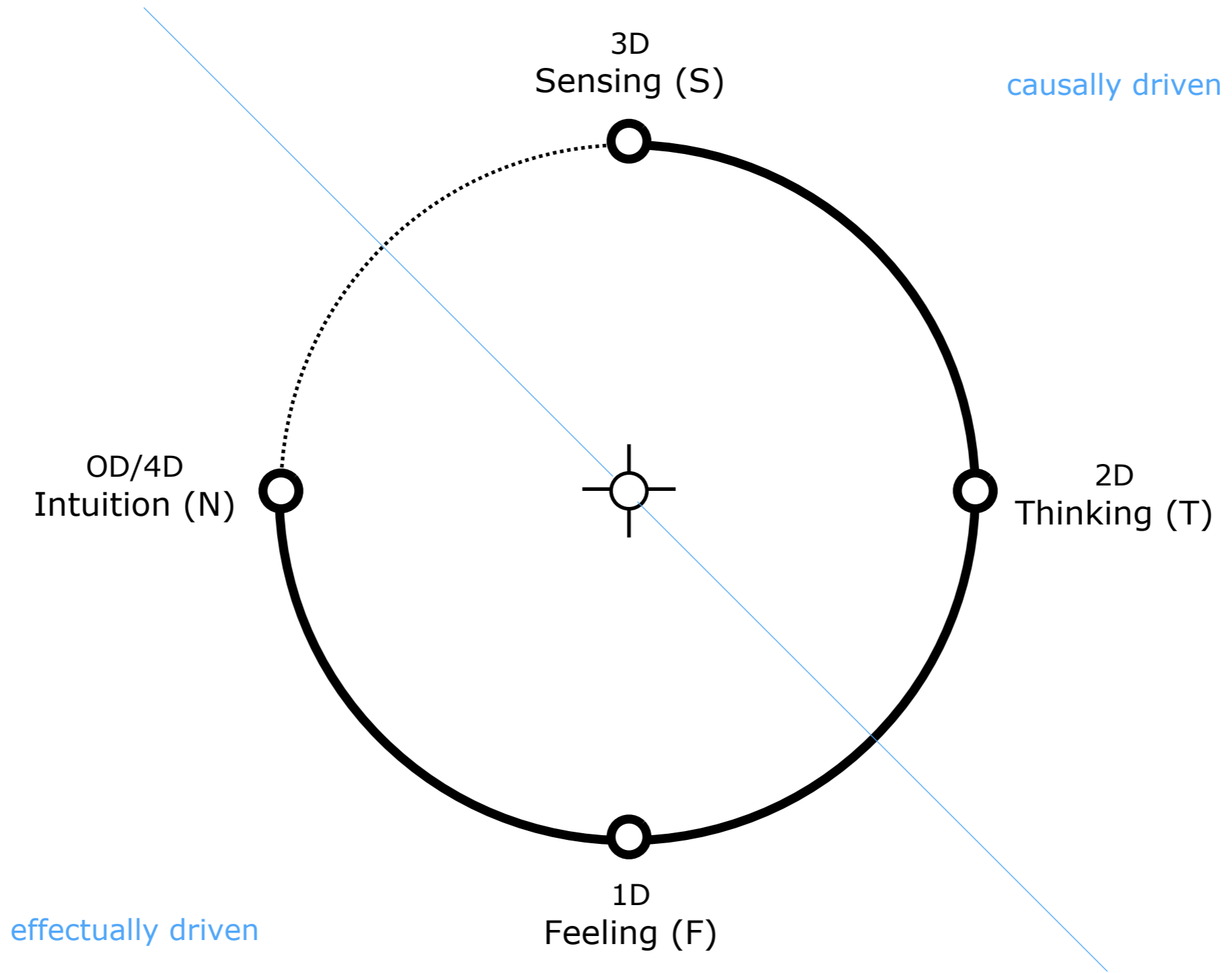
deciding — how one makes decisions once information is gathered / absorbed

[T] thinking (analytical)

people who prefer thinking tend to base their decisions on logic and objective analysis of cause and effect relations.

[F] feeling (beliefs-based)

people who prefer feeling tend to base their decisions on values, beliefs i.e. internal sense of right and wrong, including subjective evaluation of human-centered concerns.



energising — ones source of mental energy

[I] introversion

people who prefer introversion tend to focus on the inner-world of concepts, ideas and impressions.

[E] extroversion

people who prefer extroversion tend to focus on the outer-world of people, activities and objects.

living and working — how one organises oneself and others

[J] judging (structured)

people who prefer judgement tend to like a planned and organised approach to life and prefer to have things agreed and settled in advance — they seek control and certainty when and where possible.

[P] perceiving (probing)

people who prefer perception tend to like a flexible, open and spontaneous i.e. emergent approach to life and prefer to keep their options open — as a consequence they have a high tolerance for ambiguity and uncertainty.

disposition — where one focuses ones mental energy

[Op] opportunities

people who prefer seeing opportunities tend to focus their energy on positive new ideas, goals and objectives and tend to look at most situations in an optimistic way, as a consequence they tend to be avid risk-takers.

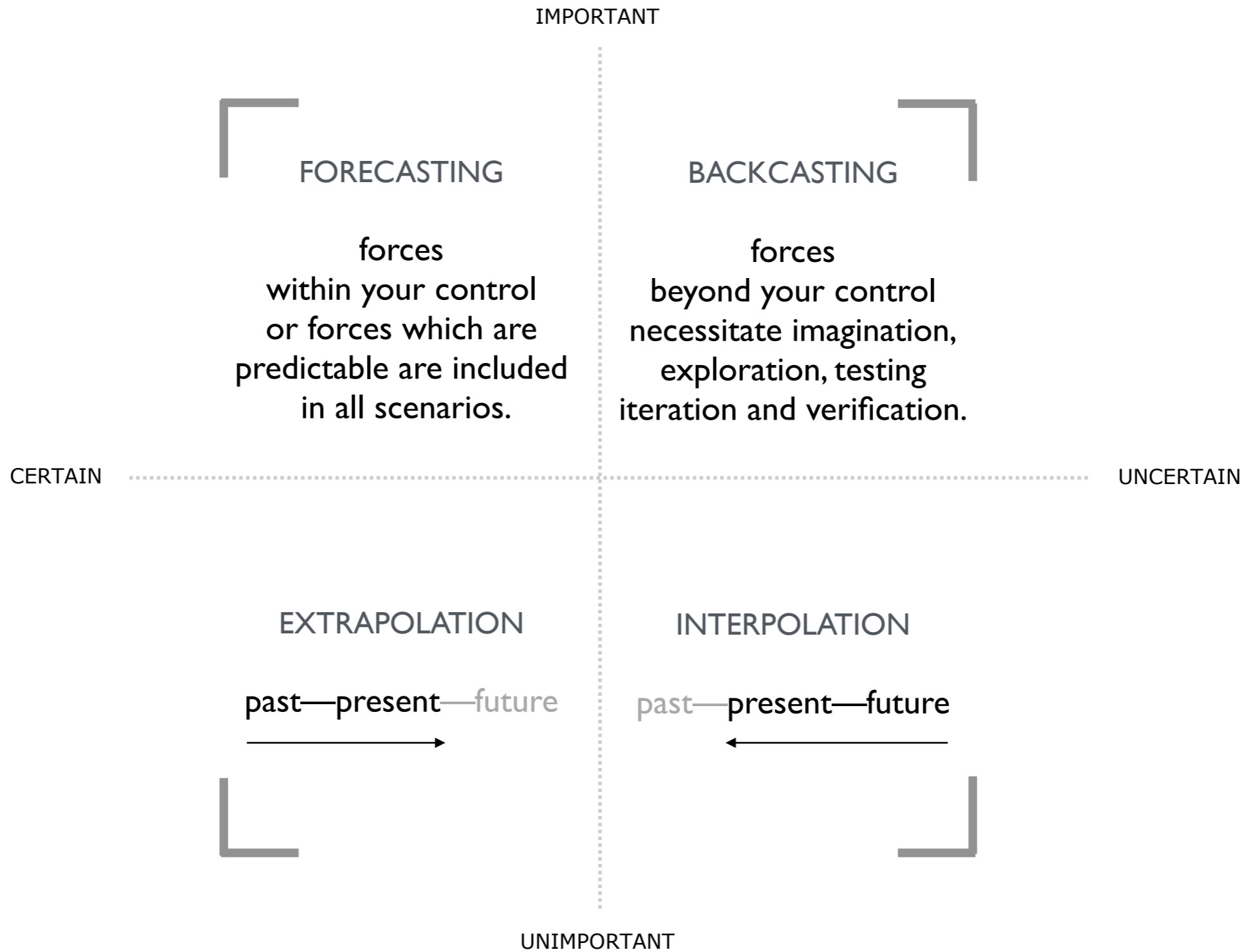
[Ob] obstacles

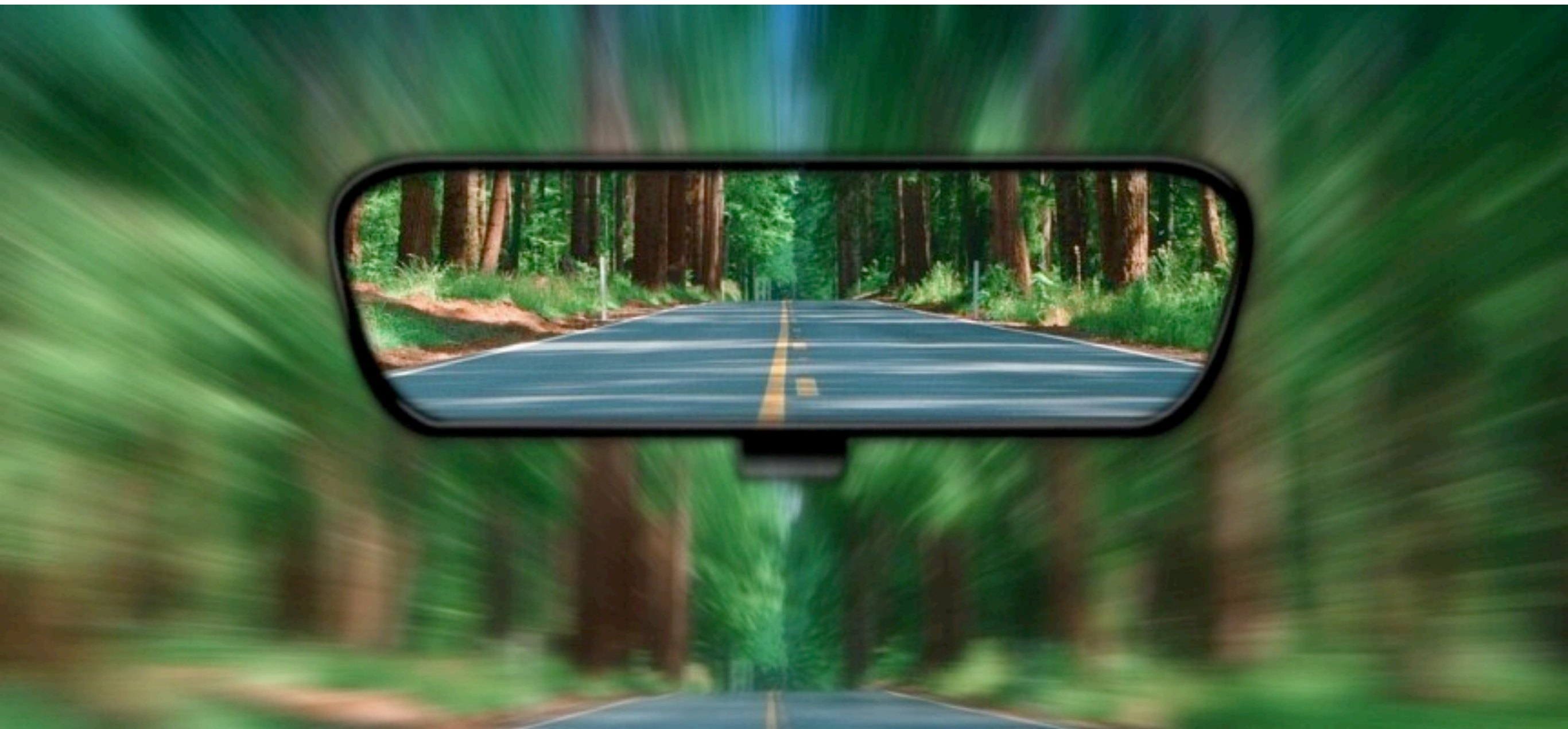
people who prefer seeing obstacles tend to focus their energy on things and situations that might go wrong e.g. finding faults with proposals, schedules, projects and people, as a consequence they tend to be somewhat risk-adverse.

Psychological Types ...

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ





FORECASTING — extrapolation



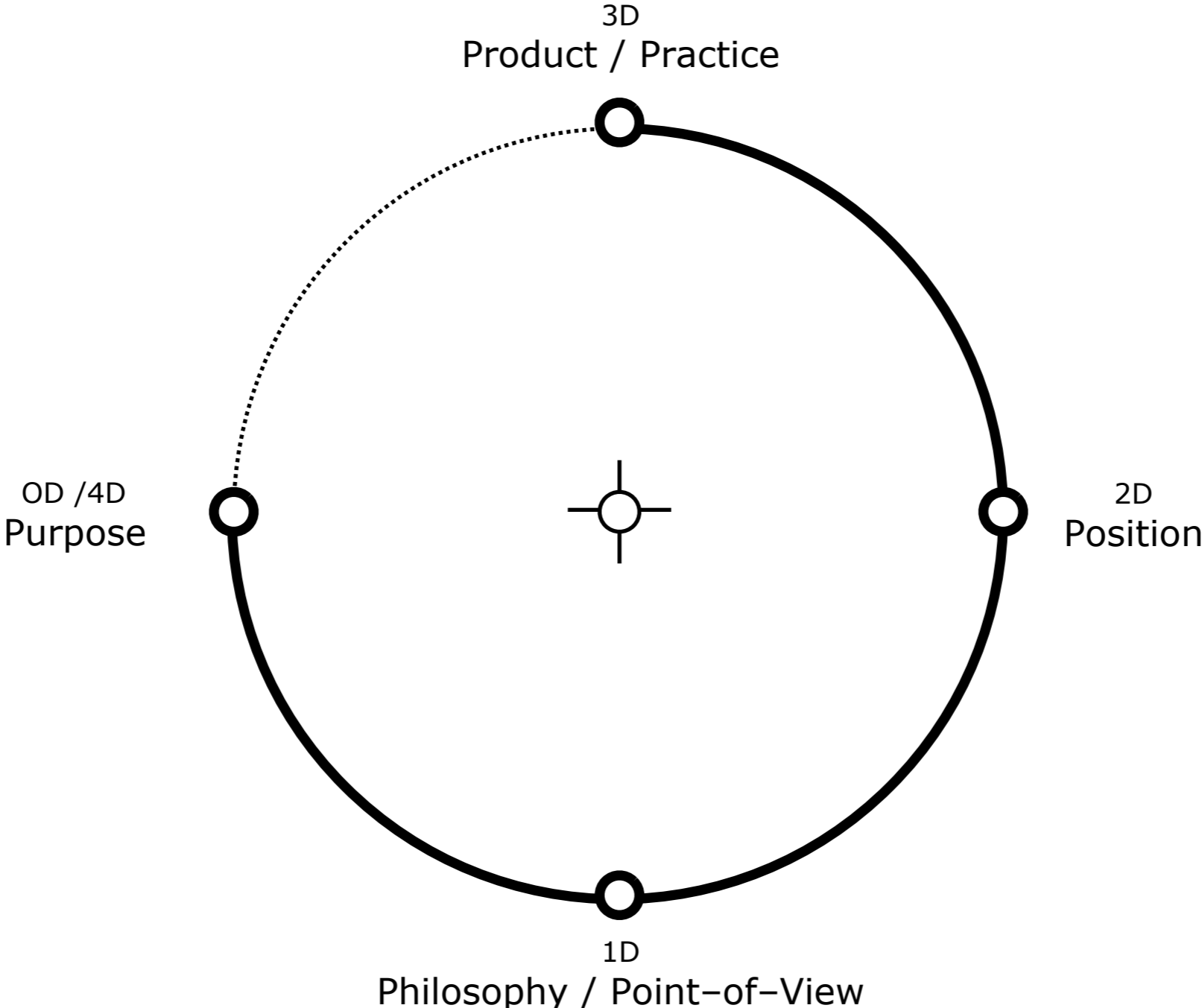


BACKCASTING — interpolation



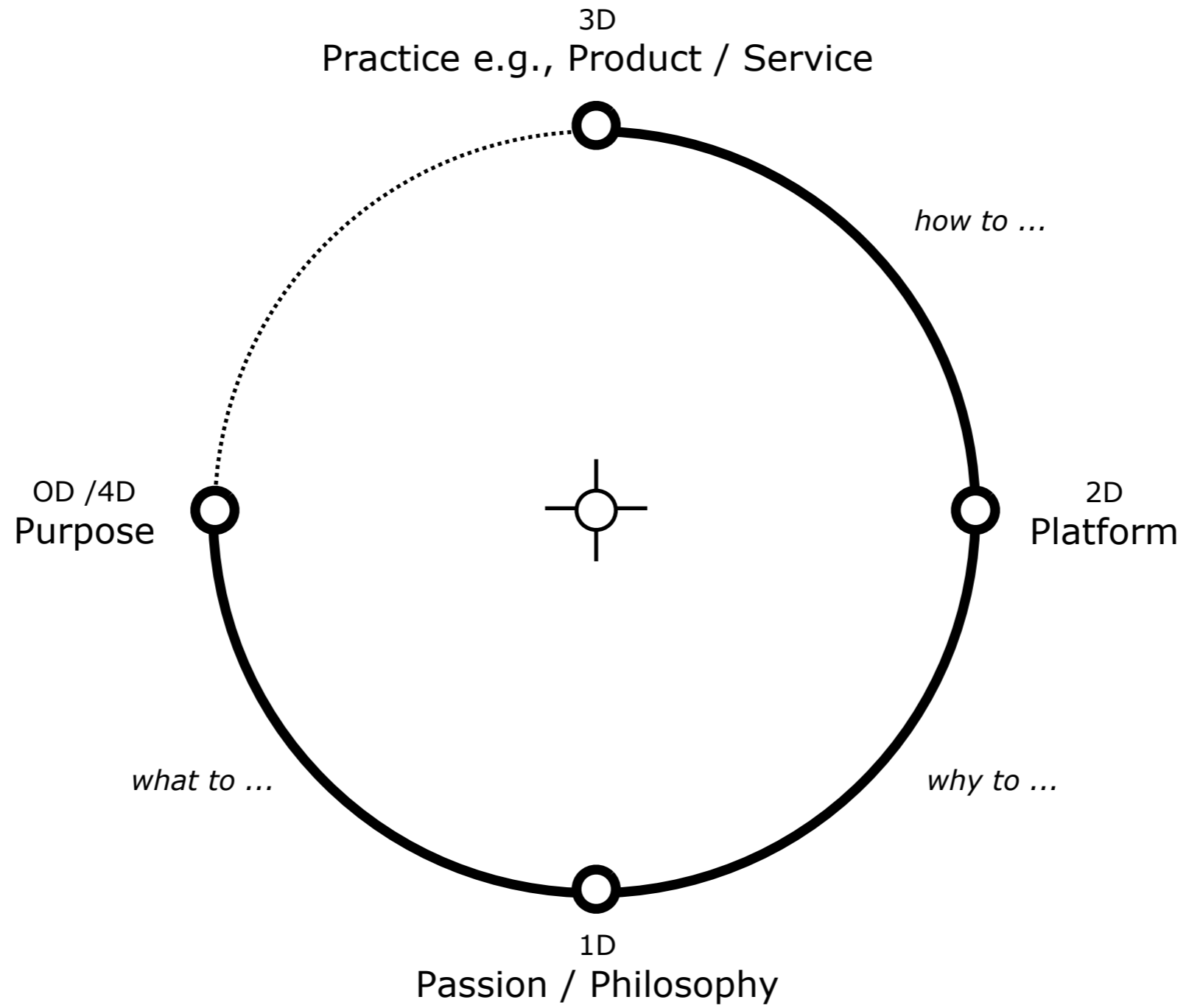
the faster you drive the further your headlights must shine.

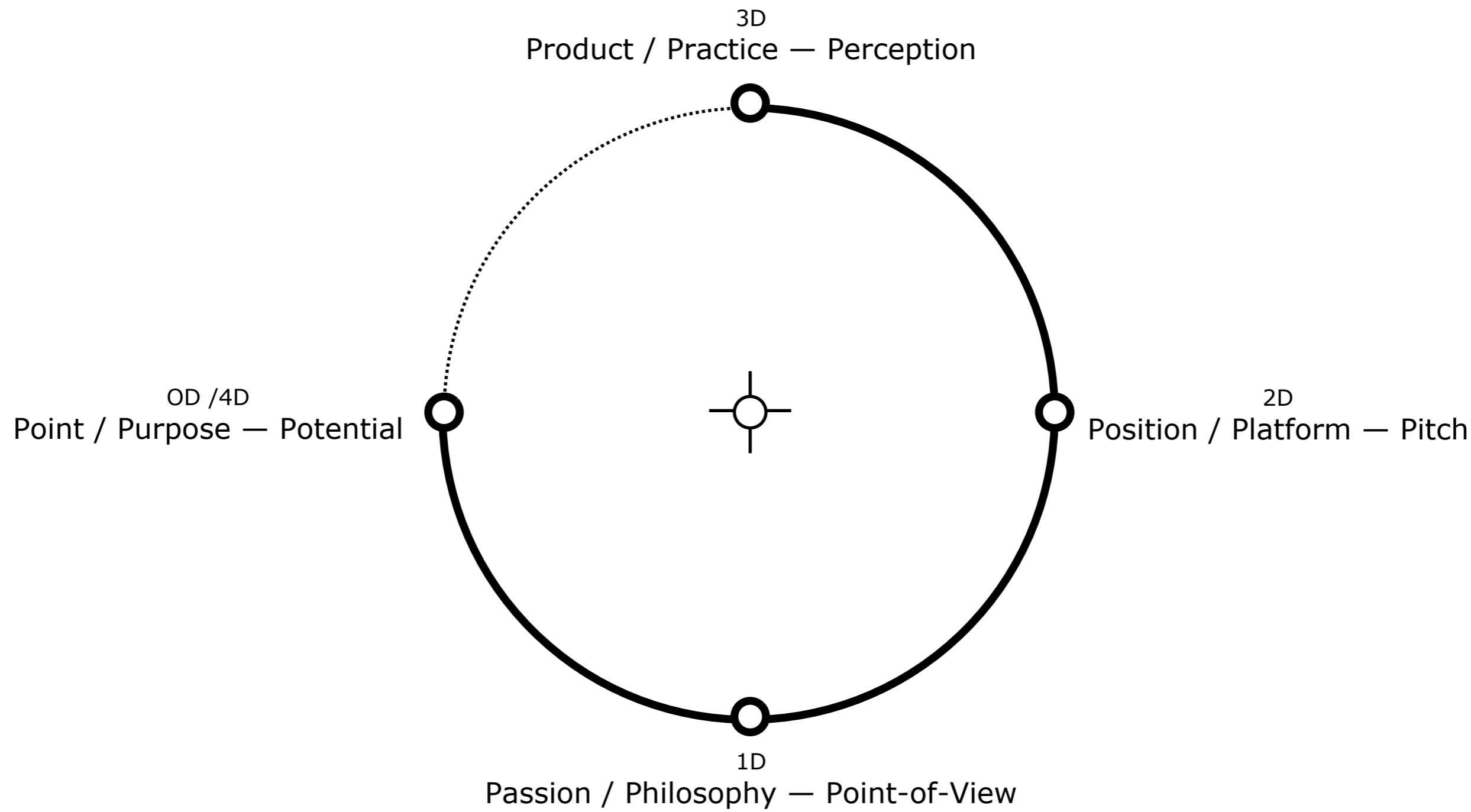
theory of process ...



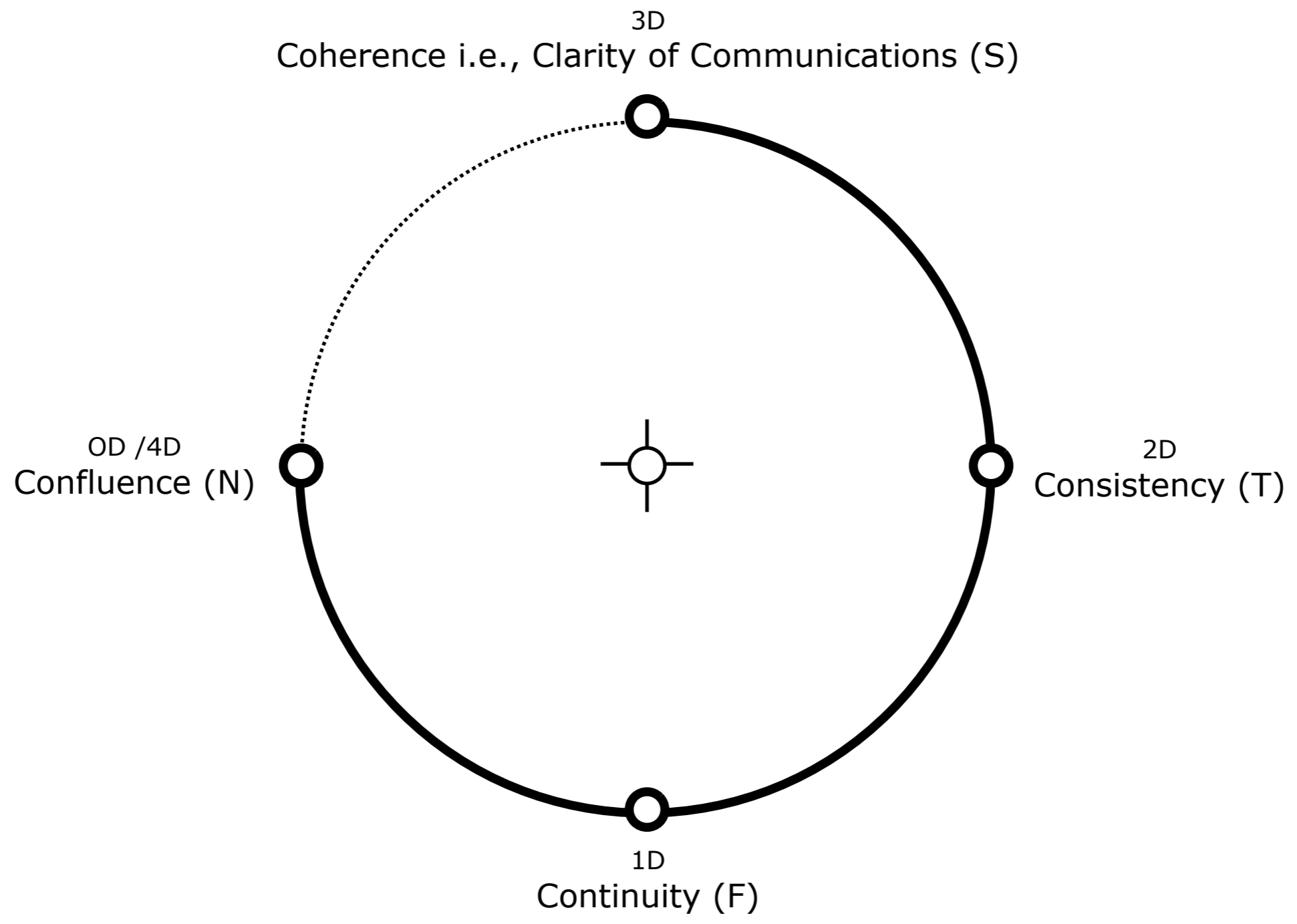
Arthur M. Young

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