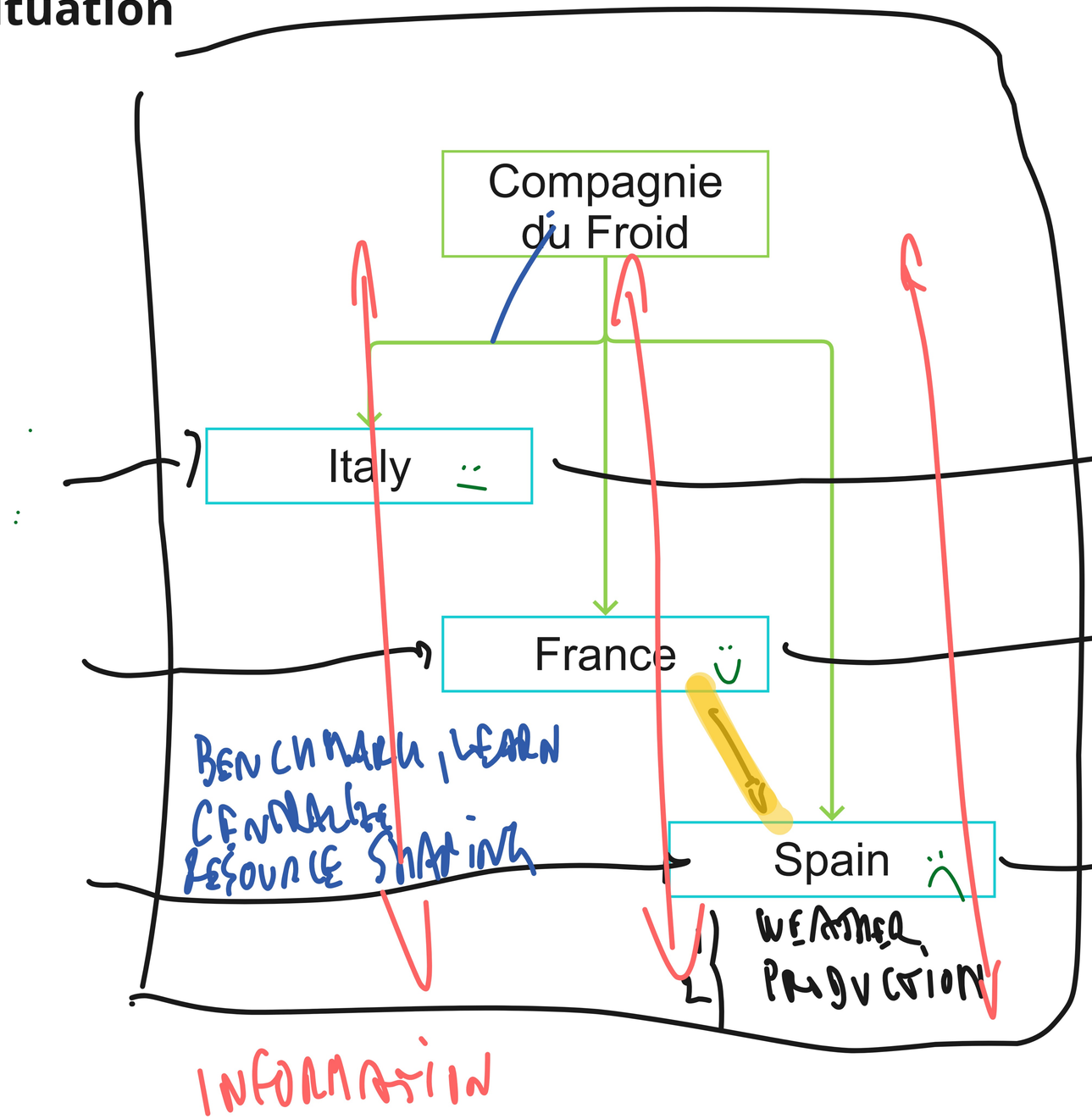
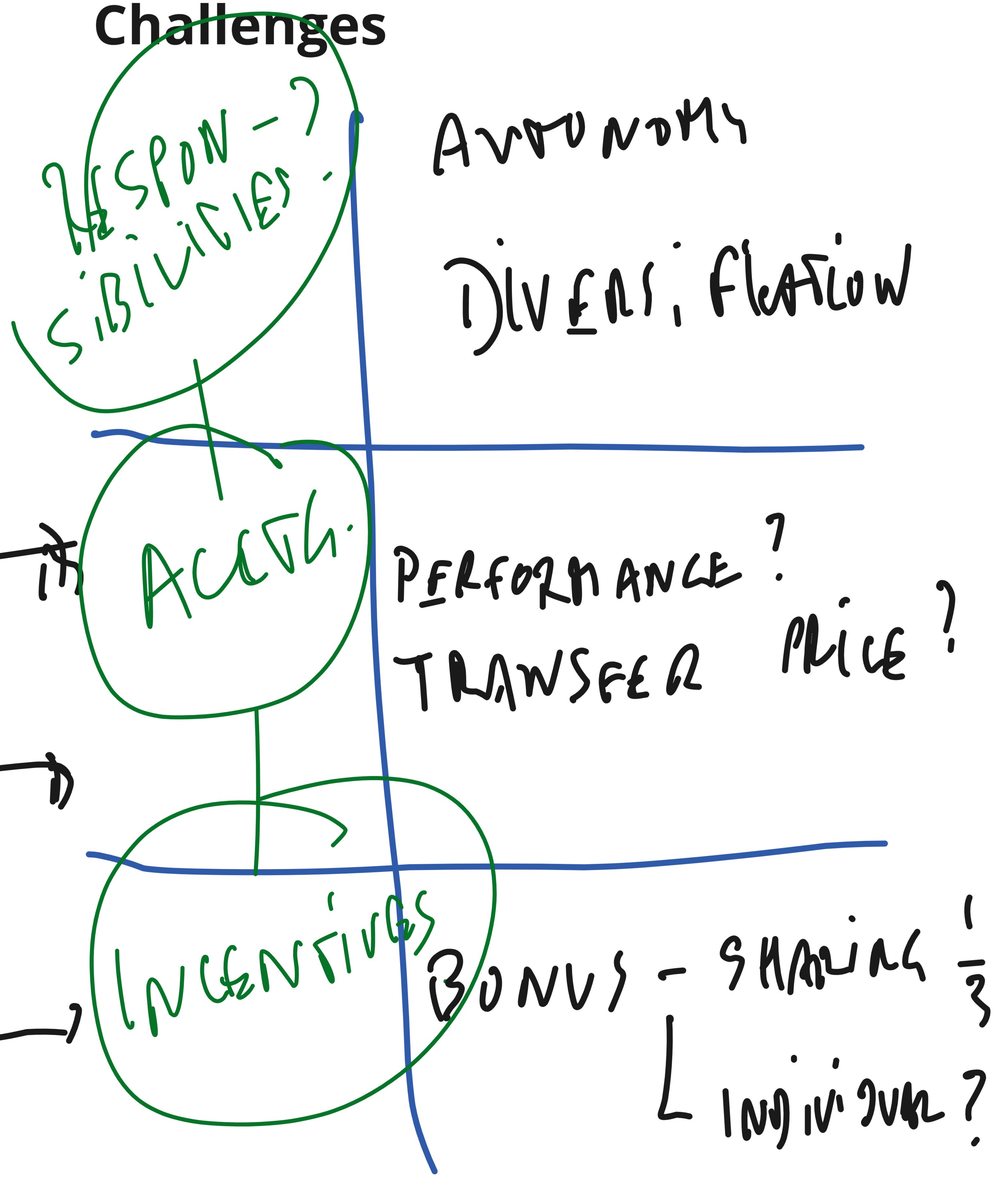
## Situation




## Challenges



# REALISM ≠ BUDGET

REALISTIC

- PLAN / RESOURCES – ACQUISITION / ALLOCATION
- ANCHOR / REFERENCE POINT < MONITOR / POSITION STRESS / REVISE LEARN + ADJUST

AMBITION

- GOAL / TARGET < MOTIVATION INCENTIVE

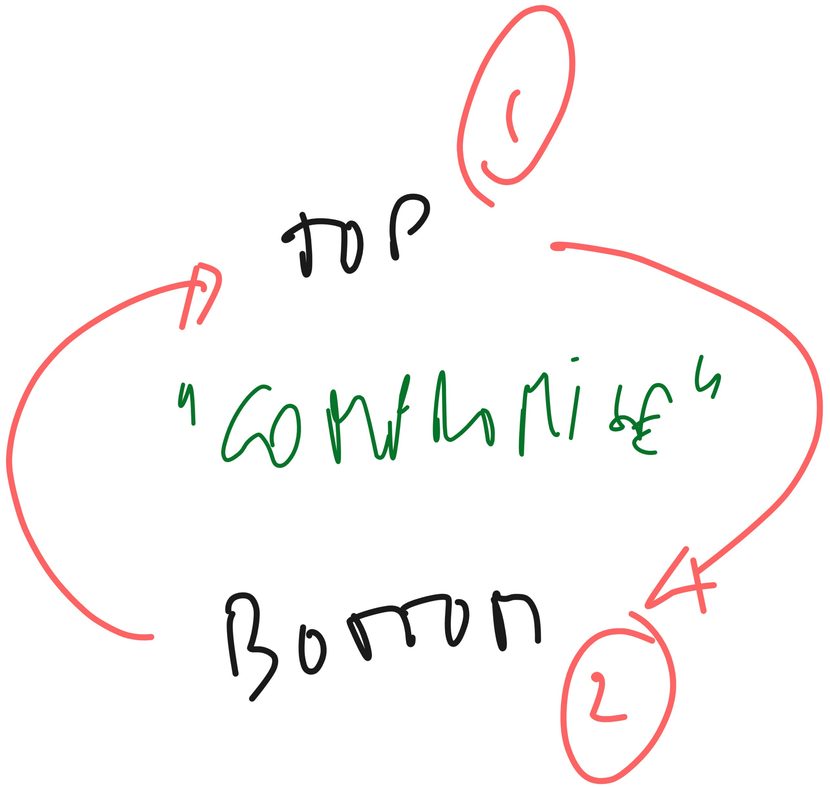
- COMMUNICATION < EXTERNAL INTERNAL
- COOPERATION + COORDINATION

STRATEGY IN LANGUAGE OF MONEY

CONTROL

CULTURE

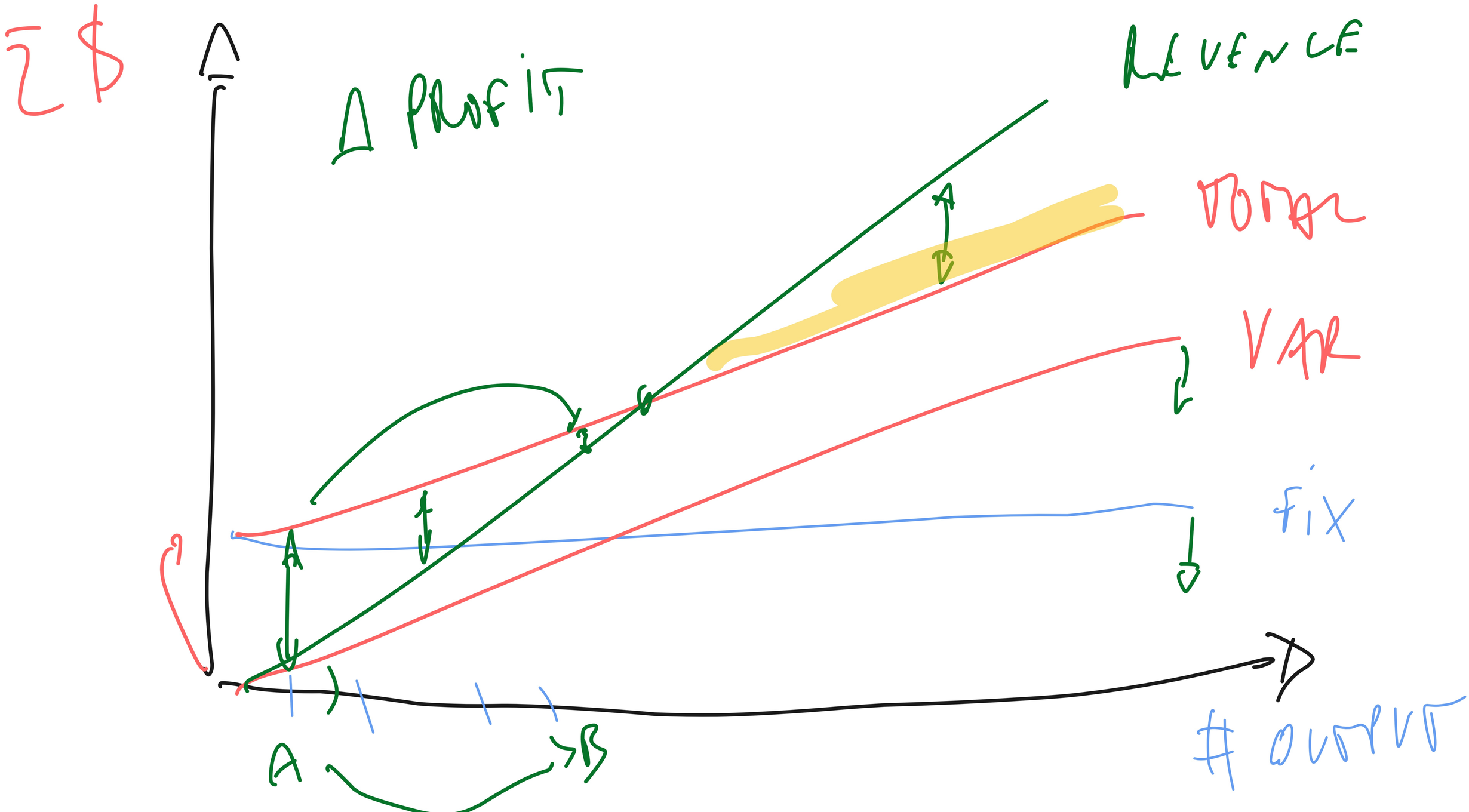
# PROCESS :




AMBITION

REALISM

- INFO
- OWNERSHIP / COMMITMENT


$
Δ PROFIT
REVENUE
TOTAL
VAR
fix
A
B
# OUTPUT

**Hero?**

ON TARGET

ALL ROUNDER

SUPER STAR

Source: stock.adobe.com

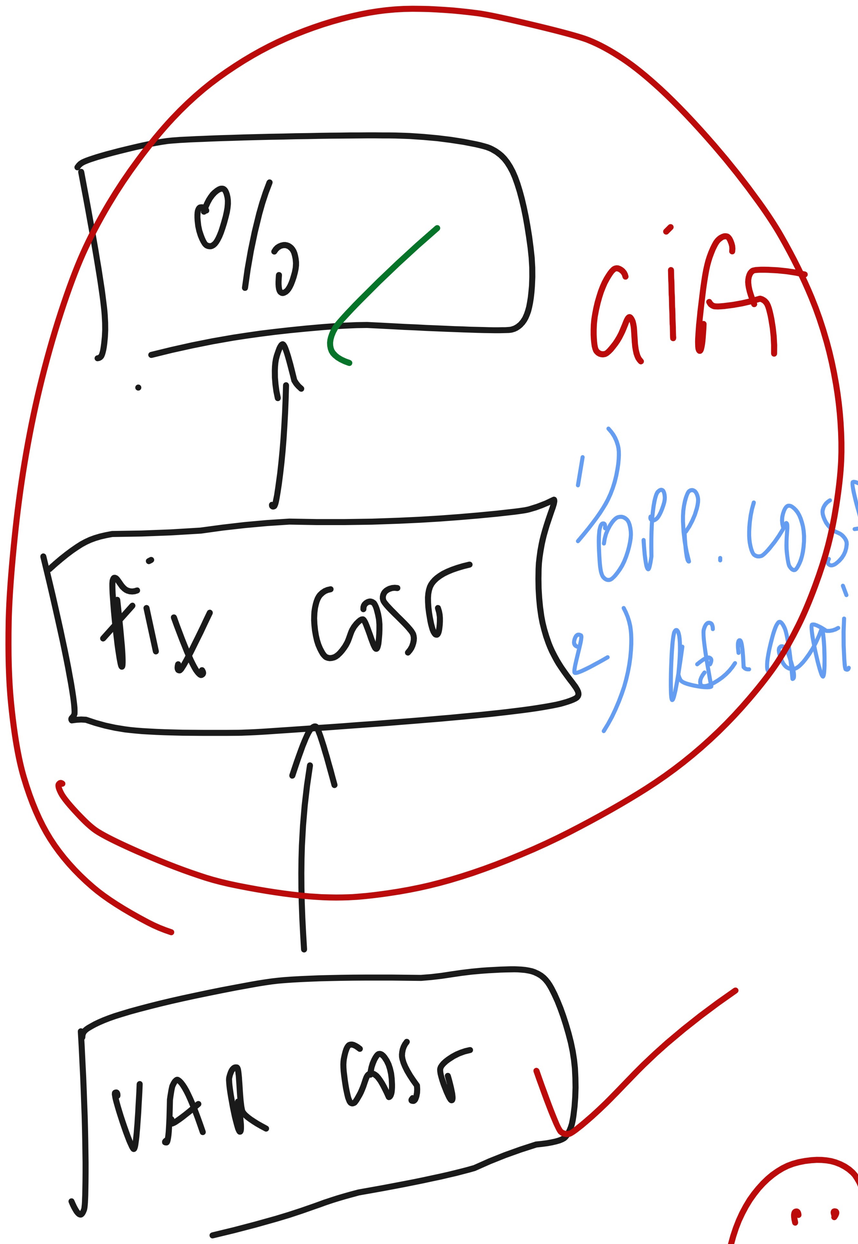
**Zero?**

TO TARGET

'CRUISING'

MAFIOSO

TOO GOOD TO BE TRUE




GIFT

1) OPP. COST ⇧
2) RELATION

F

PROFIT ⇧

PROFIT ⇩

E

PROFIT !

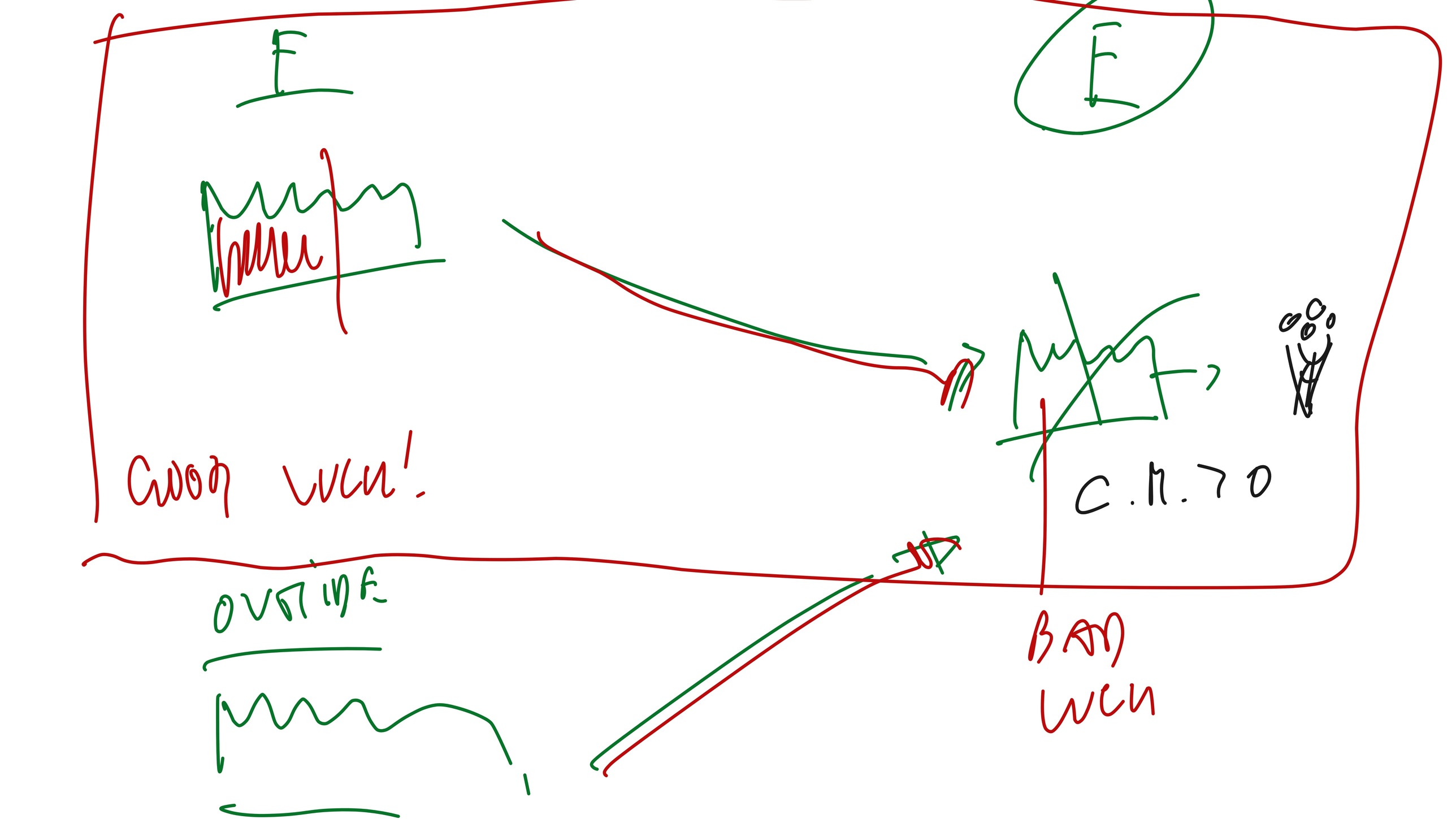
PROFIT !

✓

HELP !!

✓

FIX IT !


E
E
GOOD LUCK!
C.M.70
OUTING
BAD LUCK