

THE READY

DEPTH FINDING

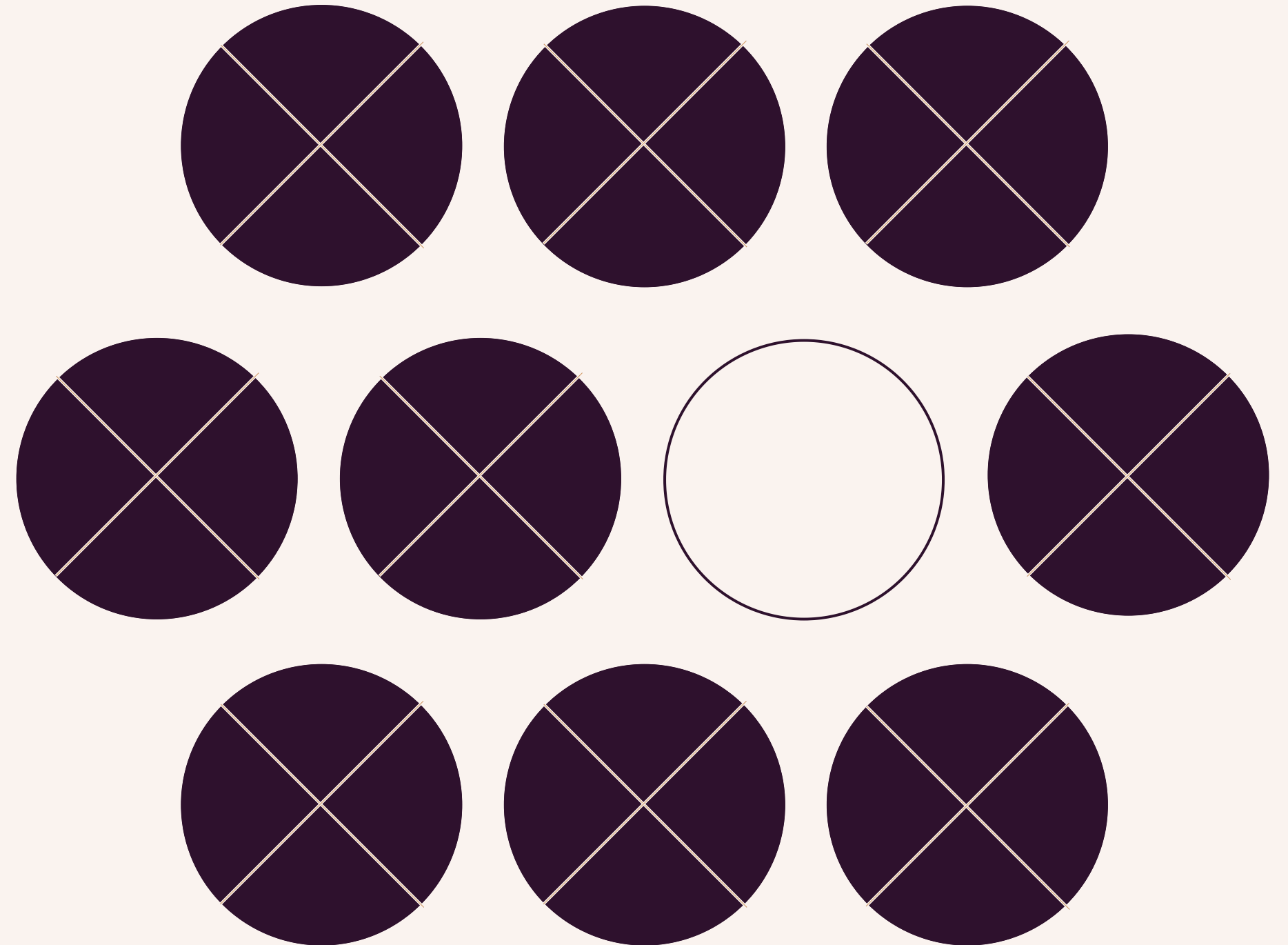




Work is broken.

90% of Execs admit:

We can't
execute our
own strategy



77% of professionals
report
burn out





The harder
we try,

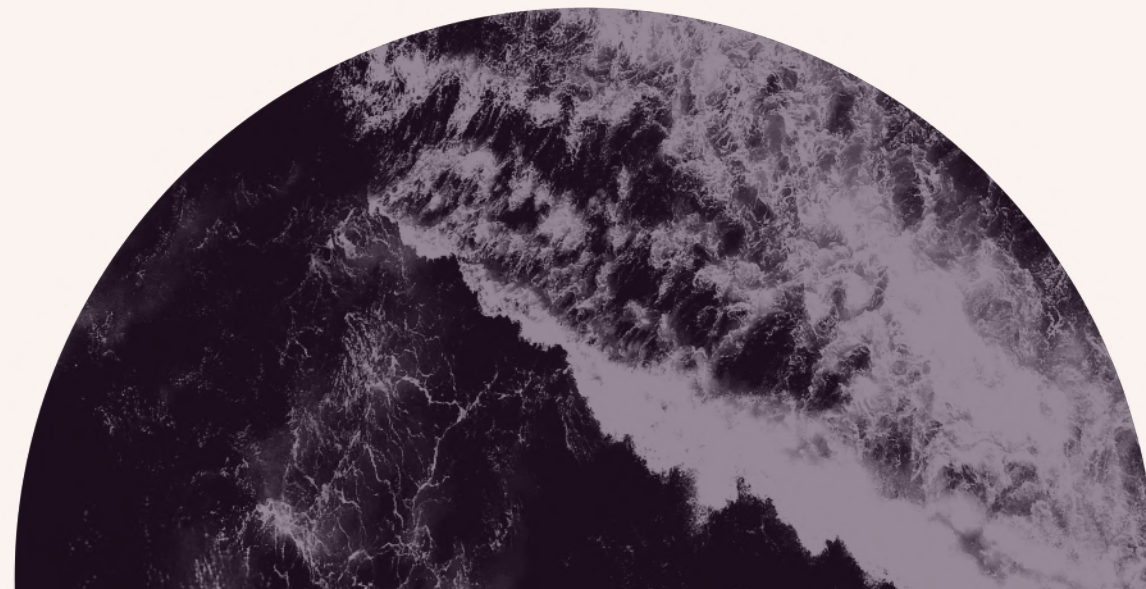
the harder
it gets



Growth in ADMINISTRATORS and PHYSICIANS



Big organizations
are drowning in
this waste.





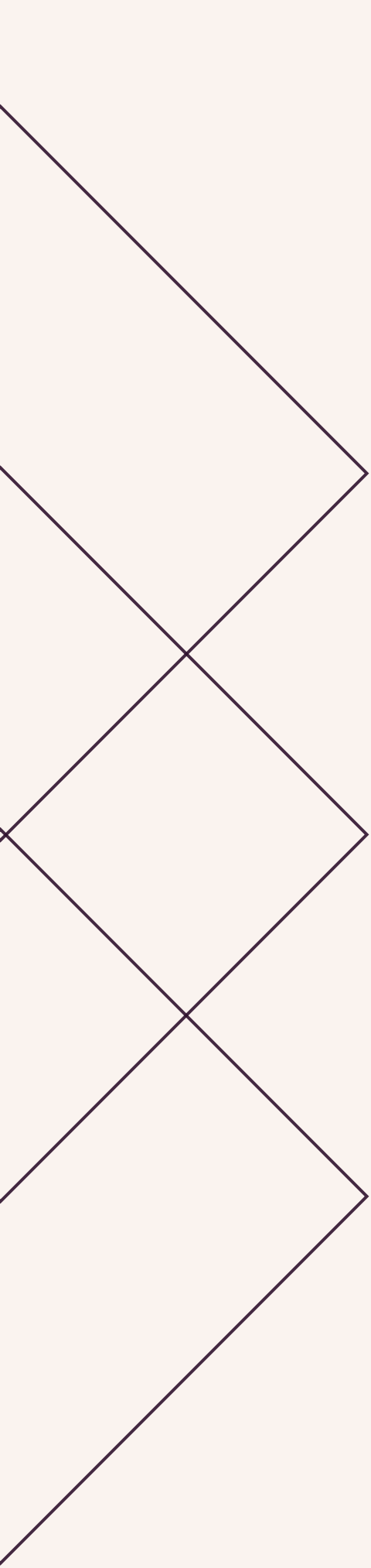
THREAT/OPPORTUNITY
ARISES



Literally any significant
change initiative



CAN'T GET
AFTER IT



The old playbook

The present age

Depthfinding



The old playbook

The present age

Depthfinding



The Industrial Age

1900s



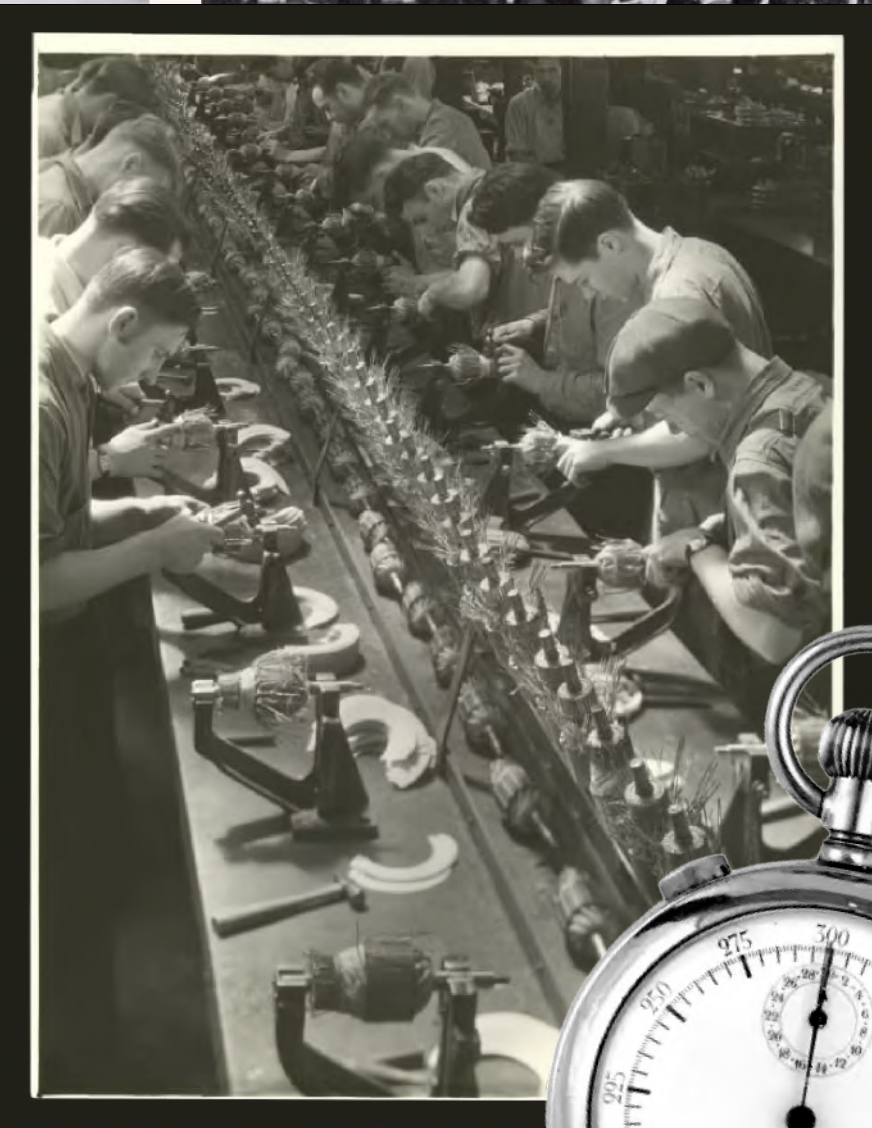
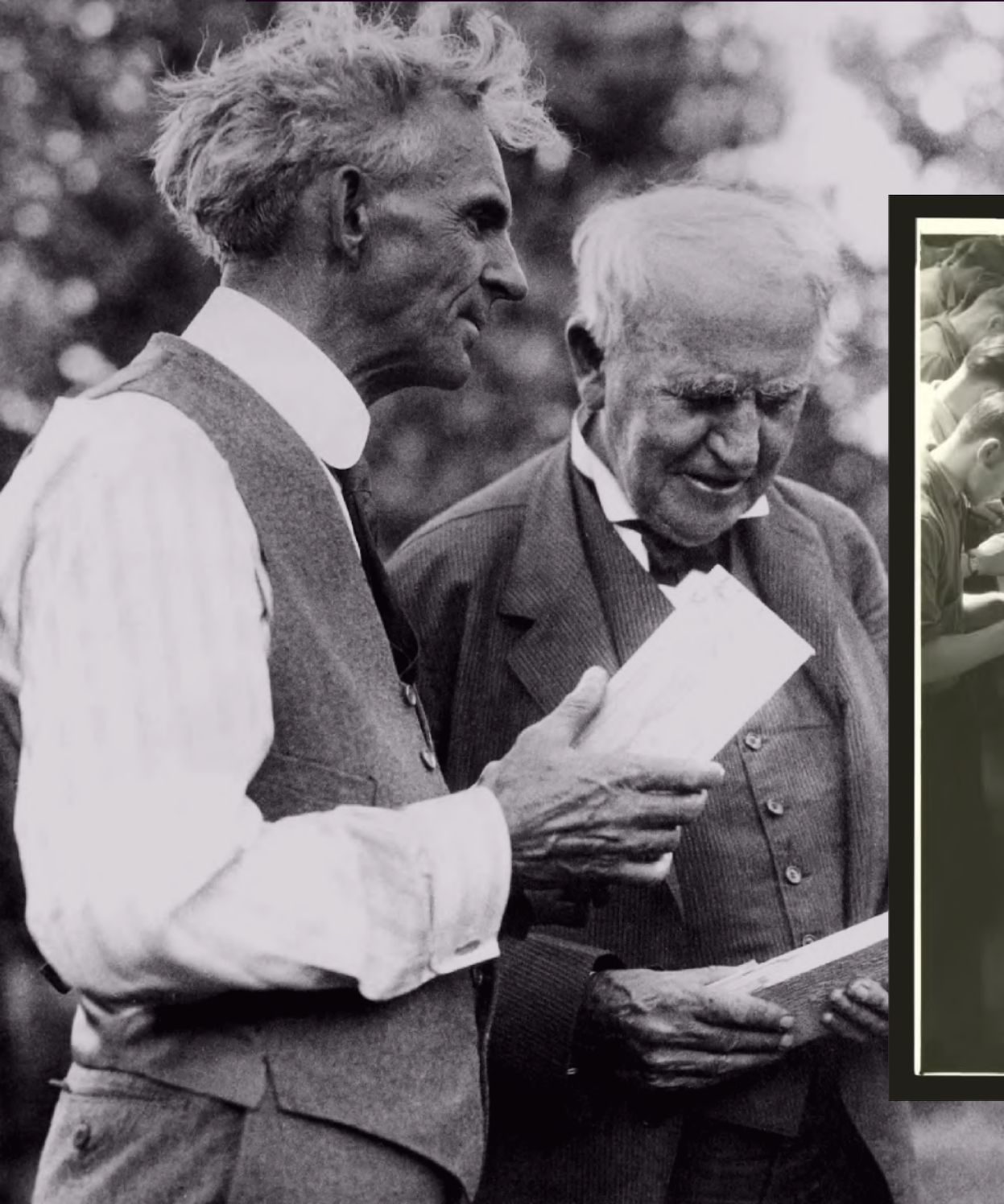
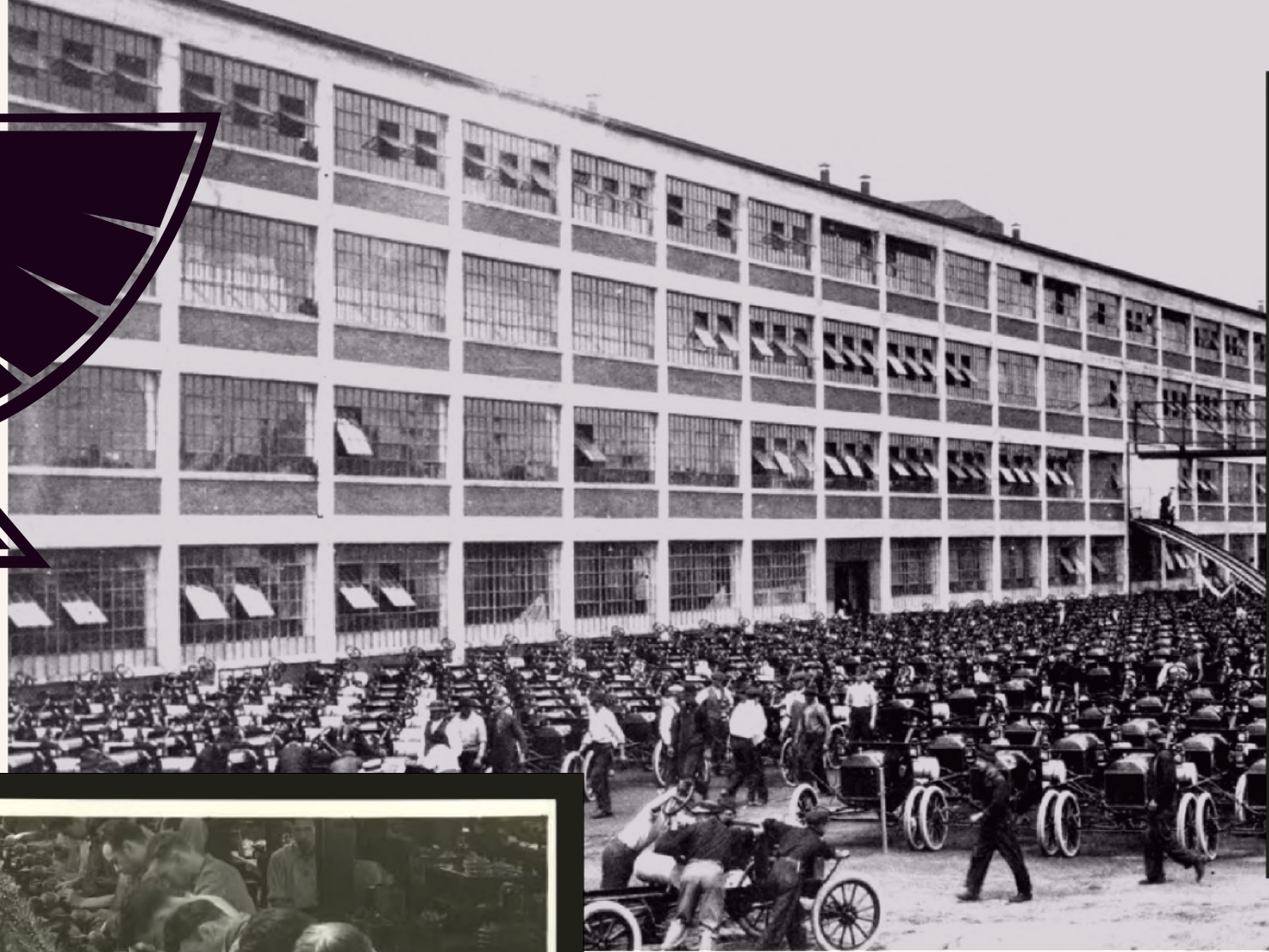
The Information Age

1980s



The Industrial Age

1900s





The Industrial Age

PROS

Scale

Speed

Consistency

CONS

Inhumane

Overly rigid

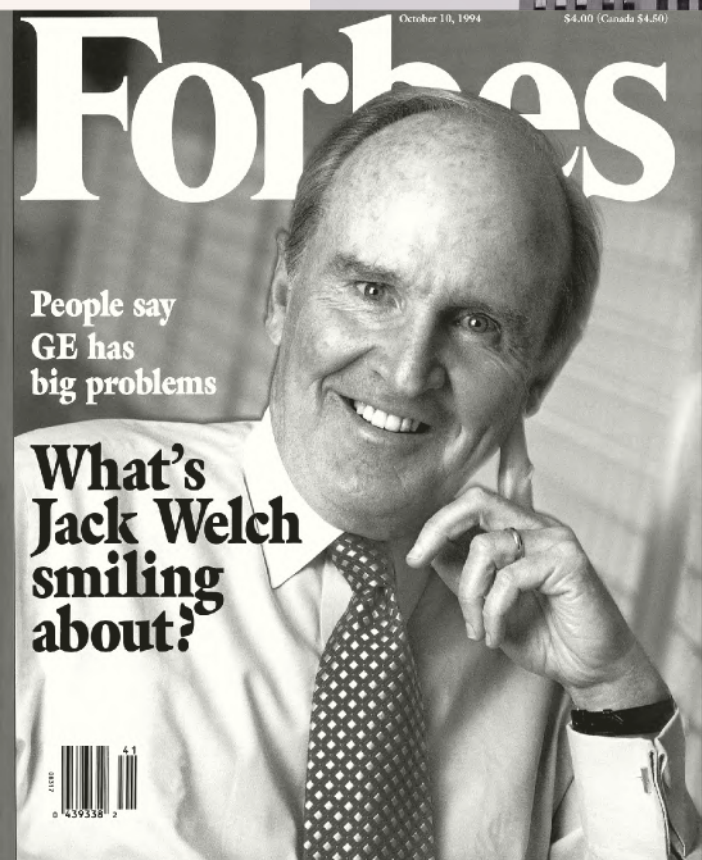
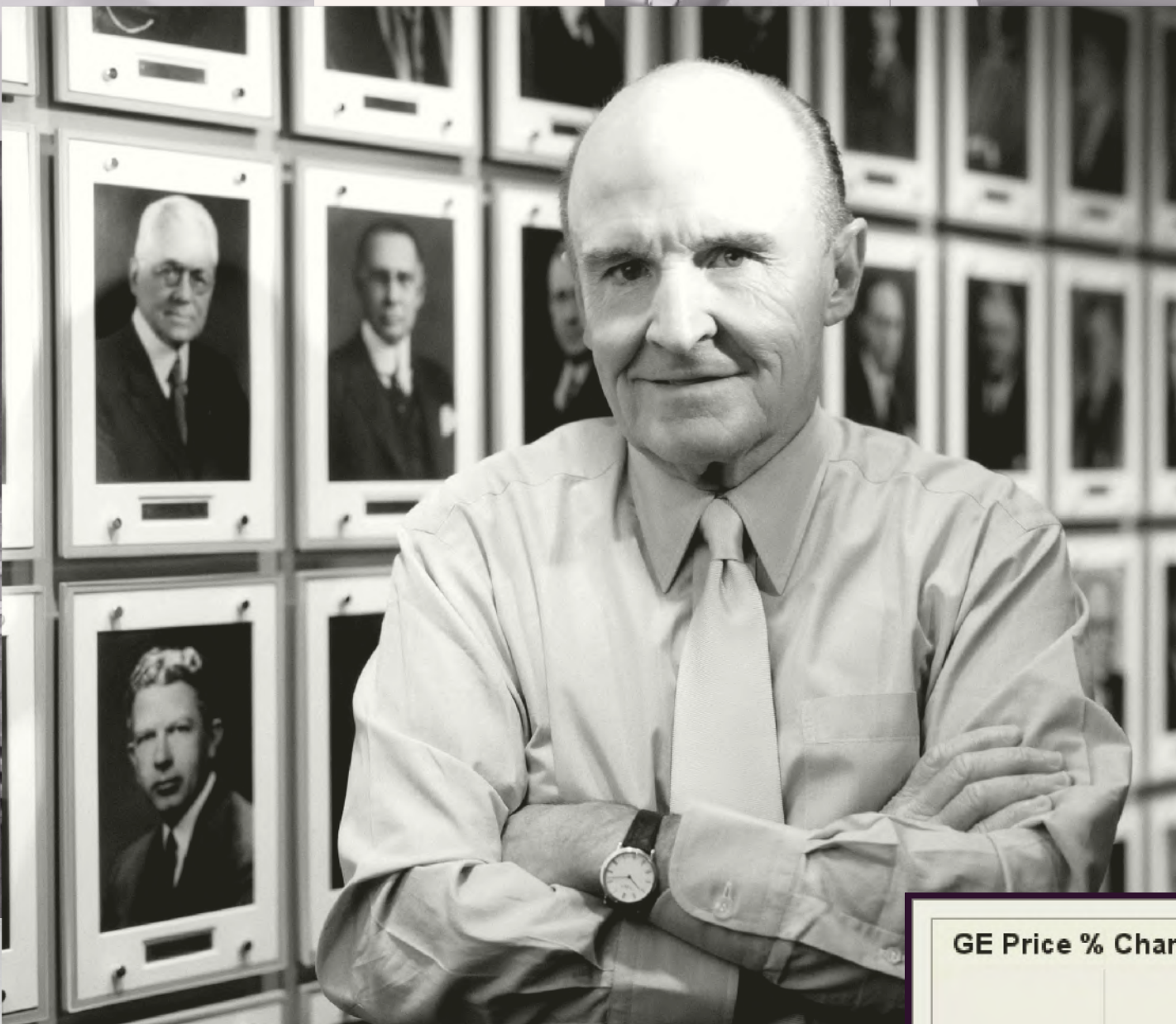
Lack of innovation



The Information Age

1980s







The Information Age

PROS

- Clear aims and measures
- Efficiency
- Leadership pipeline
- Shareholder value

CONS

- Unadaptable
- High burnout
- Conformist
- Slow



The old playbook

The present age

Depthfinding

The Intelligence Age

Now

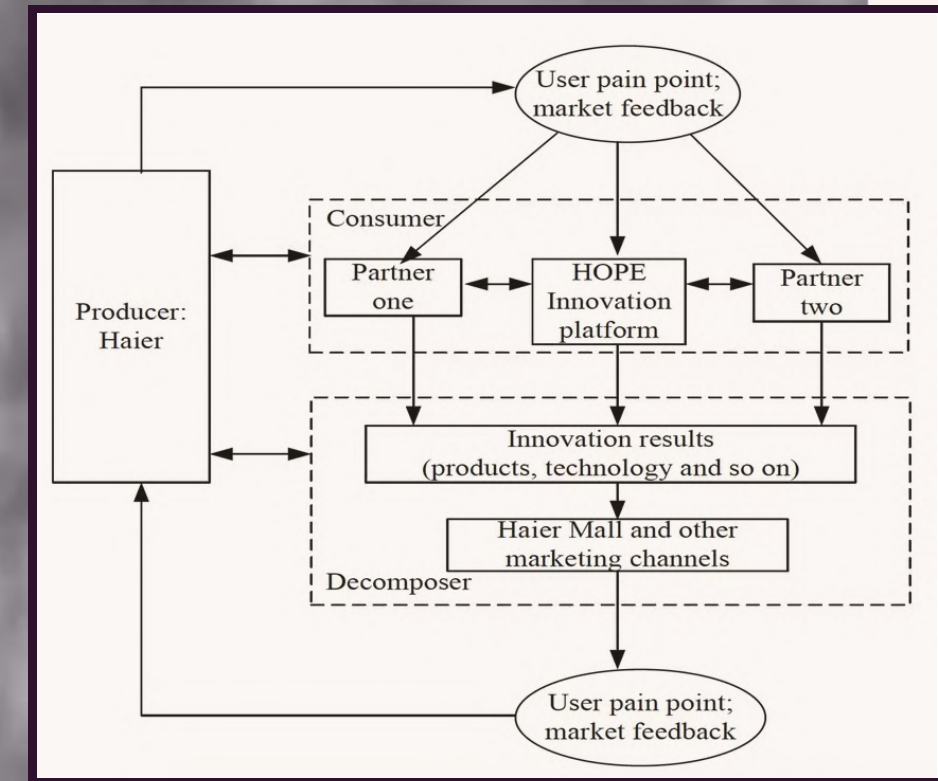
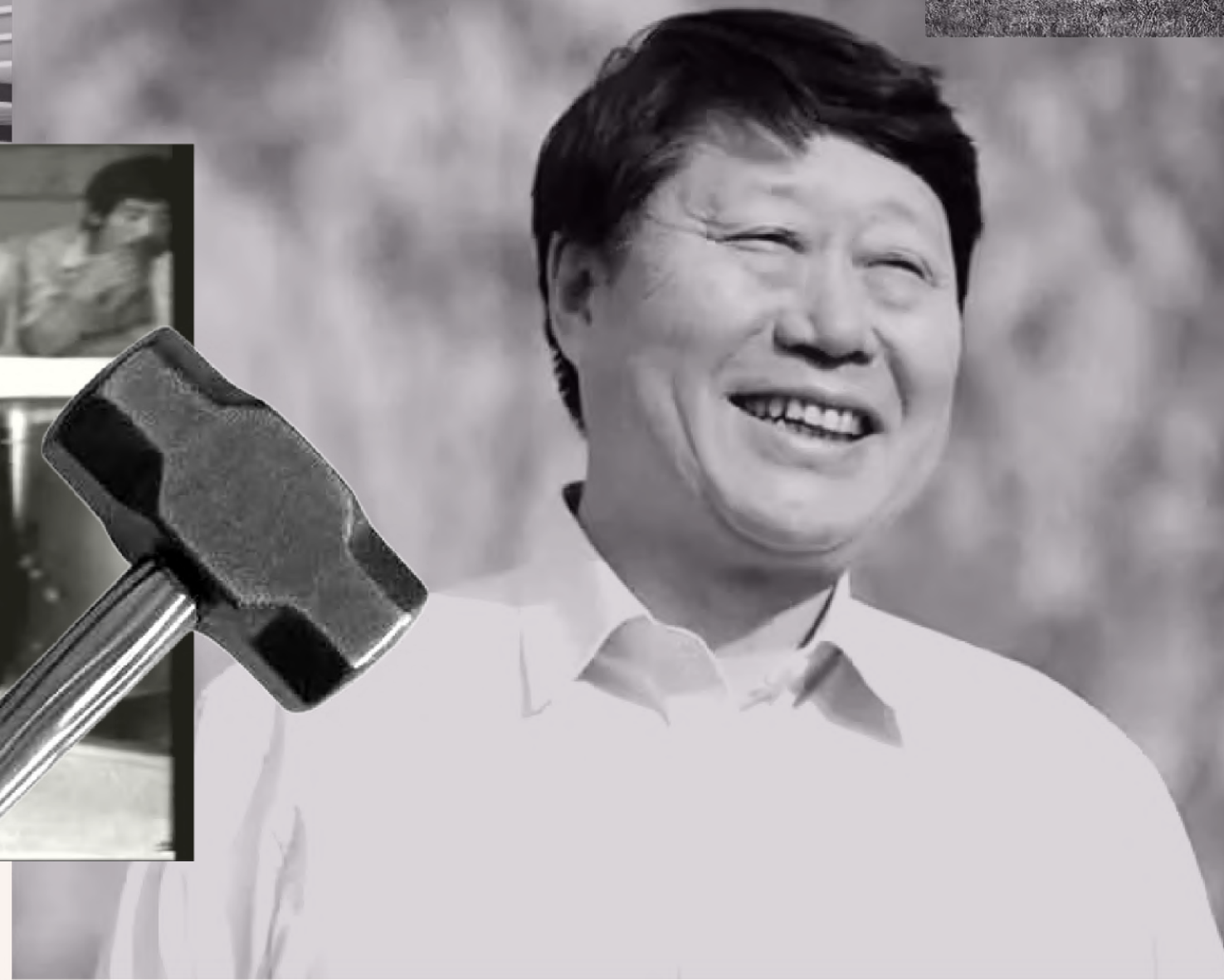
Haier

Haier



GE APPLIANCES
a Haier company

APPLIANCE PARK



The background of the slide features a dark, moody photograph of ocean waves. The waves are dark blue and grey, with white foam visible on the crests. The image is split vertically: the left half shows the full wave texture, while the right half is a solid dark blue-grey color where the title text is located.

The Intelligence Age

PROS

- Adaptable
- Customer-centered
- Entrepreneurial
- Low friction

CONS

- Demanding
- Overwhelming
- Scaffolding required

A photograph of a ship's deck, showing a mast with signal flags and a city skyline in the background. The image is overlaid with a semi-transparent brown filter.

Controlled
by
Managers

A photograph of an aquarium tank, showing various fish swimming among artificial plants. The image is overlaid with a semi-transparent dark purple filter.

Optimized
by
Leaders

A photograph of a blue ocean with white-capped waves. The image is overlaid with a semi-transparent dark blue filter.

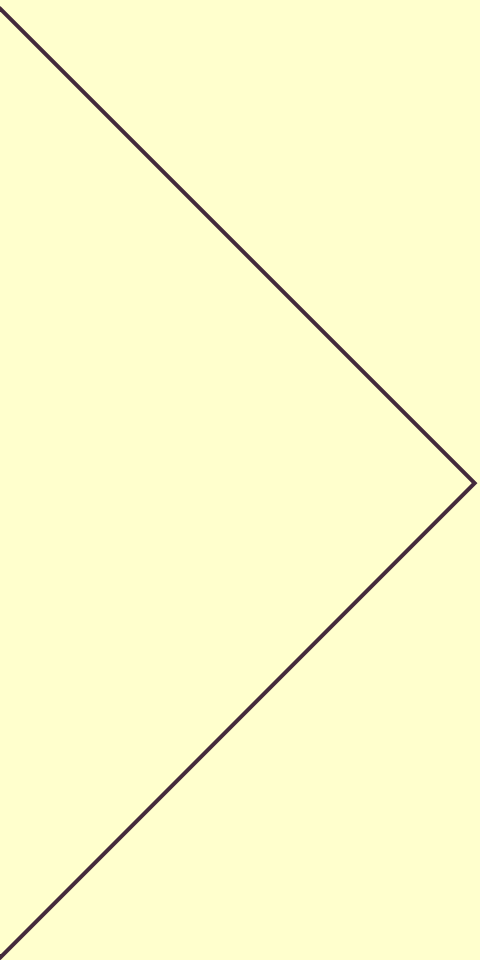
Evolved
by
Stewards



The old playbook

The present age

Depthfinding



THE SKY

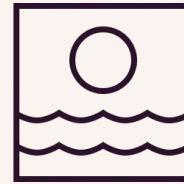
THE SUNSHINE ZONE

THE TWILIGHT ZONE

THE MIDNIGHT ZONE

The background is a dark, textured surface with a marbled pattern in shades of black, dark grey, and deep purple. A thin, white diamond shape is centered on the page, with the text 'DEPTH FINDING' overlaid on it.

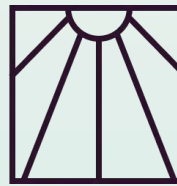
DEPTH FINDING



The Sky

What's changing around us—and how might it affect us?





The Sunshine Zone

What are we trying to achieve, and how will we know we're making progress?



The Twilight Zone

How are we actually working together
to get things done?



The Midnight Zone

How are people experiencing
what's happening here?

THE SKY
External Why



THE SUNSHINE ZONE
What



THE TWILIGHT ZONE
How



THE MIDNIGHT ZONE
Internal Why

THE SKY

THE SUNSHINE ZONE

THE TWILIGHT ZONE

THE MIDNIGHT ZONE

Strategy is a PowerPoint
deck with vague bullet points

Uncertainty about the future

Fear of failure

Overwhelm with
another “new thing”

Hero complex

THE SKY

Patterns in the market

Trends in customer behavior

THE SUNSHINE ZONE

An adaptive strategy with clear intentions, outcomes, and trade-offs

THE TWILIGHT ZONE

Quarterly meeting rhythm to update strategy based on progress

Async AMAs for increased understanding across teams

Clarified roles and decision rights

THE MIDNIGHT ZONE

Greater willingness to be wrong

Increased risk tolerance

Increased trust and psychological safety



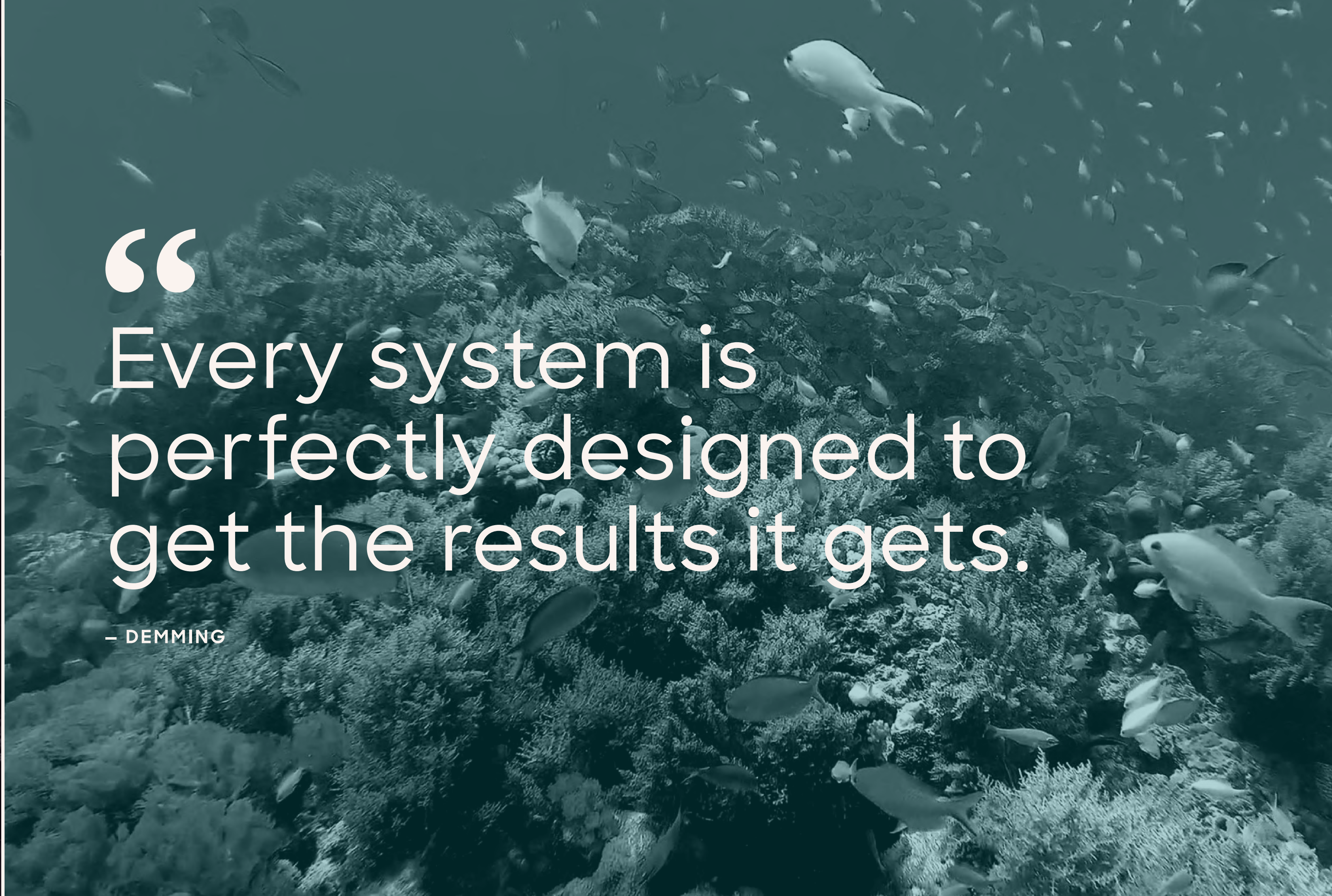
DEPTHFINDING

A way to close gaps
between the external
environment, strategy,
operations, and the
human experience



“
Every system is
perfectly designed to
get the results it gets.”

– DEMMING



THE READY

Let's explore what's possible

LEARN MORE

theready.com/depthfinding

GET IN TOUCH

depthfinding@theready.com

