

A long-exposure photograph of the Nanjing Yangtze River Bridge at night. The bridge's two massive white pylons are illuminated, with numerous stay cables fanning out to support the deck. The bridge spans across a body of water, with a city skyline of lit-up buildings visible in the background. In the foreground, a complex multi-level highway interchange is shown with light trails from cars moving through the curves. The overall scene is a blend of modern infrastructure and urban life.

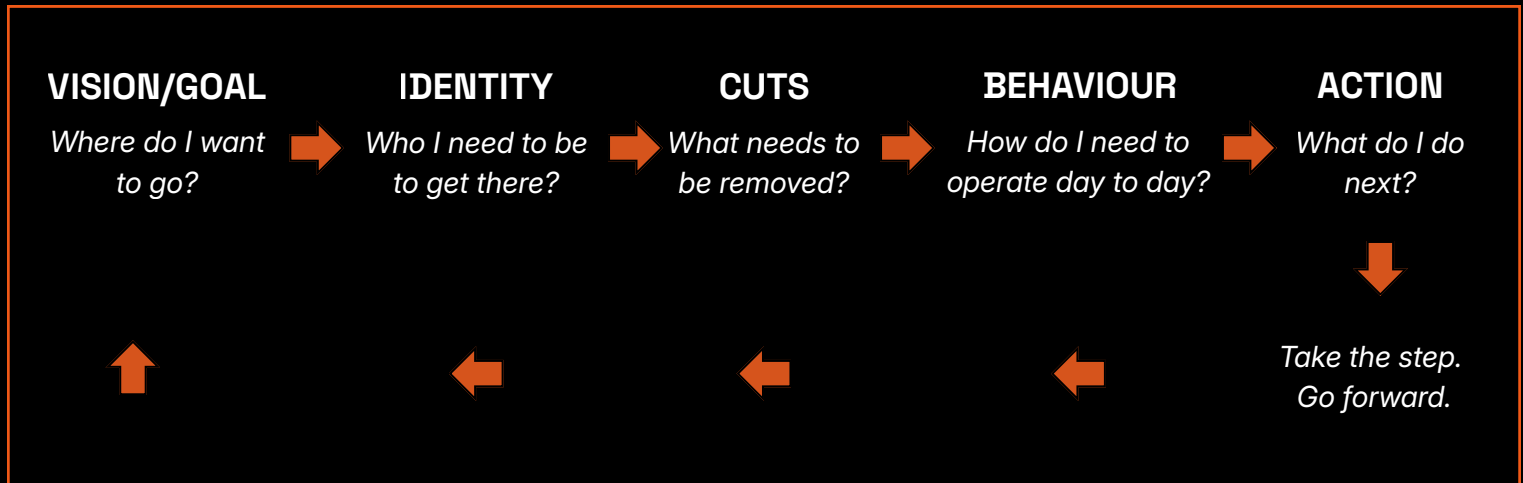
STREETWISE™

REVERSE ENGINEERING

Begin with the end in mind. Then reverse it.

STREETWISE™

Reverse engineering is how you turn vision into action.



Start with the outcome. **Your goal. Your vision.**

Where you want to end up. From there, you work backwards.

Once outcome is set. Who do you need to be to reach it?

That defines your **identity**.

Once the identity is clear, you can see what can't come with you. Habits. Behaviours. Environments. People. Ways of operating that no longer match where you're going.

Those are your **cuts**.

With the cuts made, your **behaviours** become obvious.

How you need to operate day to day.

And from behaviour comes **action**.

Take the step that moves you forward.

STREETWISE™

**Decide where you're going.
Then line everything up to support it.**

Make a note of where you want to go and then
work backwards.

CONSIDER:

- What's my goal?
- Who do I need to be to get there?
- What needs to be removed?
- How do I need to operate day to day?
- What is the next step?

**ONE GOAL. ONE IDENTITY. ONE ROADMAP.
ONE STEP AT A TIME.**