* Intro
  + 3 arguments for the hook
    - Quotes but they’re abstract calls to action
      * Steve quote
      * General quotes
    - Group productivity example with Mathieu
      * Does incorporate time 🡪 but not dynamic (no constraints, no concept of memory, history, self-similarity) – new cross-sections, no trajectory, or equilibrium
    - IPO
      * Great heuristic, constraints, BUT cannot compute anything
      * Can’t make predictions, leverage it to its full potential
  + Here’s our approach
    - State-space model
      * Figure of reverse reciprocal IPO above the state-space equations
    - Cohesion dynamics in teams
      * What are the inputs, what is the process?
      * How would the system evolve?
      * Give trajectory models 🡪 change inputs 🡪 change dynamics to the system
      * Equilibria
      * Here is how they are explicitly represented in state space 🡪 easily extended to computational models 🡪 here the behavior when inputs change
    - Performance dynamics
    - Conflict dynamics