



Doctrine: Think aptitude and attitude

Now let us suppose you embark on a cell based structure and you're thinking small. Then each cell is going to require different skills i.e. aptitudes. However, there's another factor at play here — attitude. When we look at a map, we know that activities evolve from the uncharted to industrialised domain and the methods and techniques we need are different. The genesis of something requires experimentation and whilst you might need the aptitude of engineering you need a specific form i.e. agile engineering. Conversely the type of engineering you need to build a highly industrialised act requires a focus on volume operations and removing deviation such as six sigma. Hence, we have one aptitude of engineering that requires different attitudes. It doesn't matter what aptitude we examine — finance, engineering, network or marketing — the attitude also