

This is the story of my journey, from a bumbling and confused CEO lost in the headlights of change to having a vague idea of what I was doing.

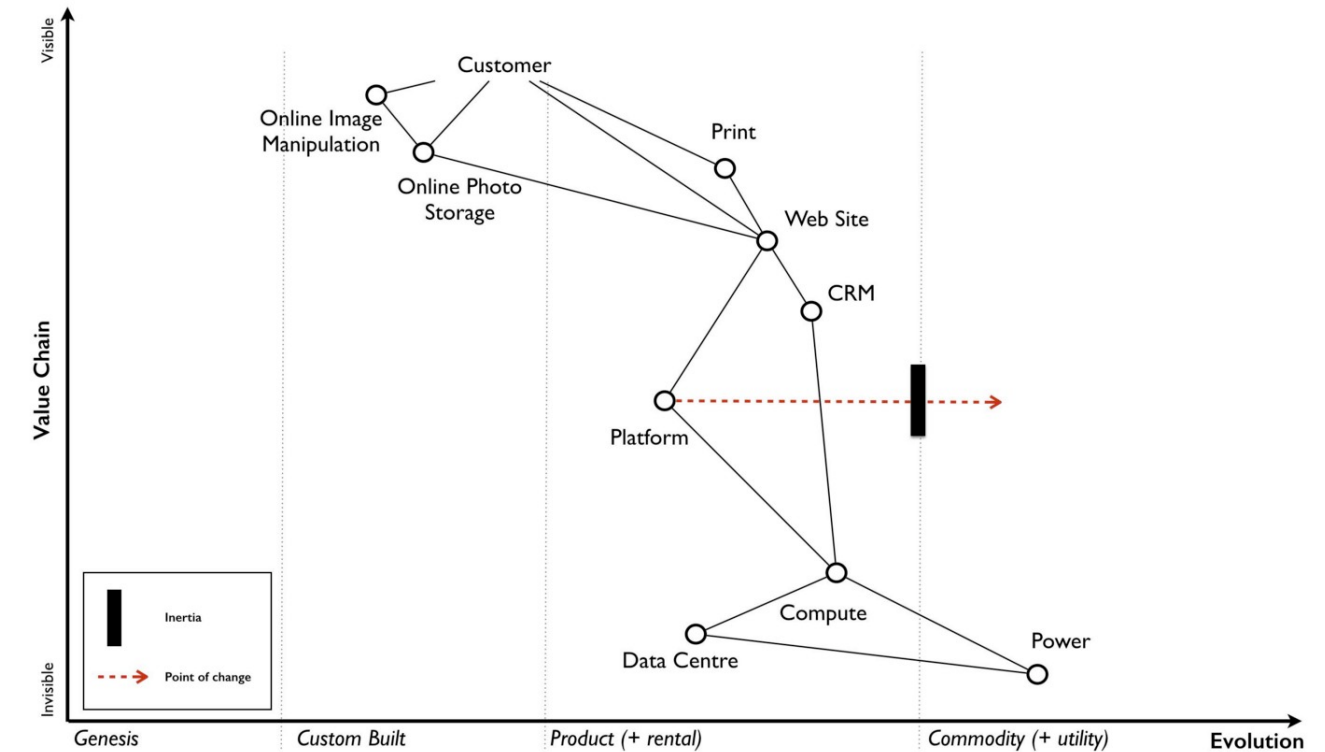
I say vague because I'm not going to make grand claims to the techniques that I discuss in this book. It is enough to say that I have found them useful over the last decade whether in finding opportunity, removing waste, helping to organise a team of people or determining the strategy for a company.

Will they help you? That depends upon the context that you're operating in but since the techniques don't take long to learn then I'll leave it up to the reader to discover whether they are helpful to them or not.

Remember, all models are wrong but some are useful.

— Simon Wardley

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