

"When I *see* the quarterly *figures* of my *competitors*, I see no reason to *change* my *strategy* for the *future*."

"see"

What you see is an interpretation of reality. Your role and training can influence this perception. Therefore, what you see is influenced by who you are and what role you are in.

"figures"

Figures and indicators are a way to simplify the world around us. Simplifying information does not capture all the information that is available. Therefore, figures and indicators do not capture all the information that is available.

"competitors"

You only focus on the competitors of today. Competitors could change over time. Therefore, you could miss the competitors of the future.

"change"

Change happens all the time. Not changing is not possible. Therefore, you have to change continuously.

"strategy"

A strategy is frozen. The world is dynamic. Therefore, you have to constantly update your strategy.

"future"

The present is not the future. You cannot predict the future. Therefore, you can only predict the present.