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Fundamental change	Learning		enchmarkir	I I I
Segmentation	Product	Conservatisr	n 	; ; ; ; ;
Decentralization	innovation	Leadership	Back to basics	 
Entrepreneurship	Build capacity	Excellence		 
Business process reengineering	Continuous improveme	nt	innovation Face lift	
Fire bureaucrats	Hire specialists	Specialists evolve into bureaucrats		MAAA
Winter	Spring	Summer	Fall	Winter