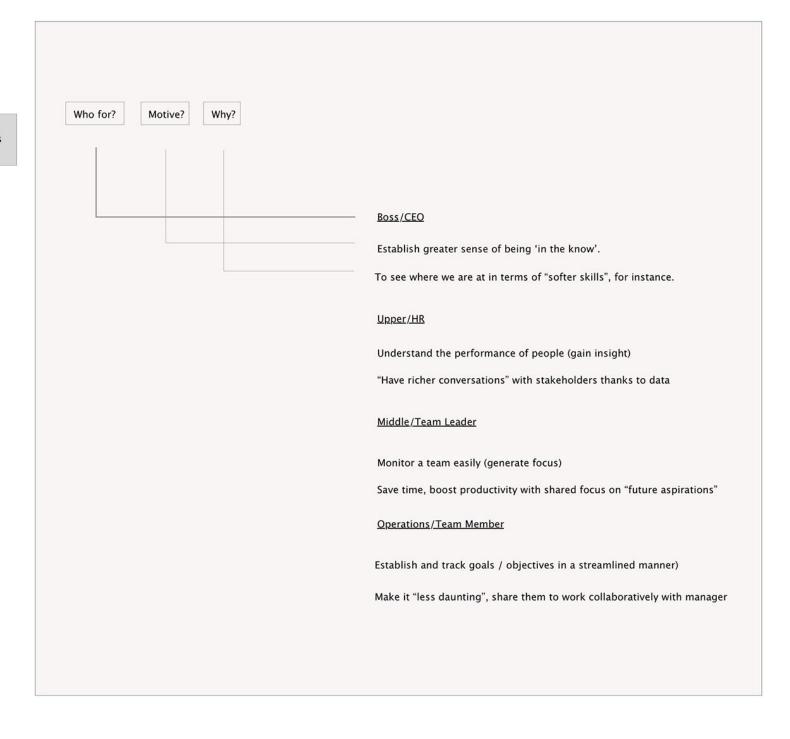
	Based on a number of discuss See: document with diagrams	on it for reference.	
Business objectives	Why Everperform?	Started here (my answer)	Survival in a ever-threatened, highly disrupted landscape of core / traditional business i.e. Accounting. Need for Competitive Advantage is now.
		Wade's response Doesn't answer why*	Shifting from a position of management in control, to leadership of influence, in order to increase performance. Save time by focusing on what matters, the performance will take care of itself.*
		Transalted into why Part 1.	Succesfully managing people over time is just plain hard work. Change is constant and goes easily unnoticed, at time to the detriment of others. As the saying goes; a team is only as good as it's weakest link.
		Part 2.	There is a way forward in helping alleviate pressure in business and in life. It begins with preserving time.

User needs



Business objectives Save managers time: give them time they didn't have Influence how we work: push the goal oriented culture User needs Top. Cut through the noise (there is heaps to take in) Upper. Speak with intention and meaning MIddle. Have something to hold on to / be guided by MIddle. Share aspirational goals and objectives

Strategic goals or objectives.

Two-fold

Empower:

Managers to lead

Teams to achieve