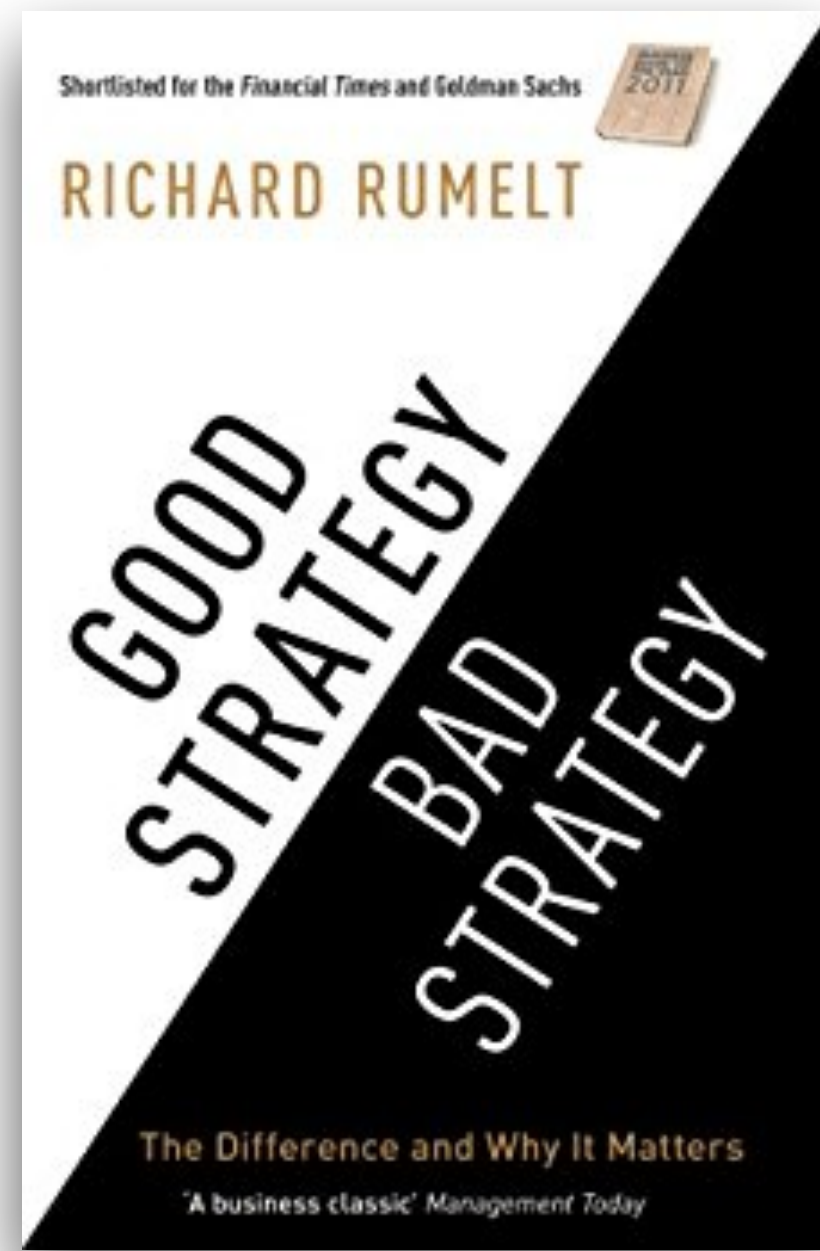


1. **Denial** - our thing is not broken
2. **Anger** - we hate you for telling us
3. **Acceptance** - holy crap our thing is broken

**Dan Hon**, 'Stages of Transformation', 11 April 2011  
[tinyletter.com/danhon/letters/s4e10-stages-of-transformation](http://tinyletter.com/danhon/letters/s4e10-stages-of-transformation)



“A good diagnosis simplifies the often overwhelming complexity of reality by identifying certain aspects of the situation as critical.”

**Richard Rumelt**

*Good Strategy/Bad Strategy*