

# Knowing The Unknown

Getting To Know the BOI

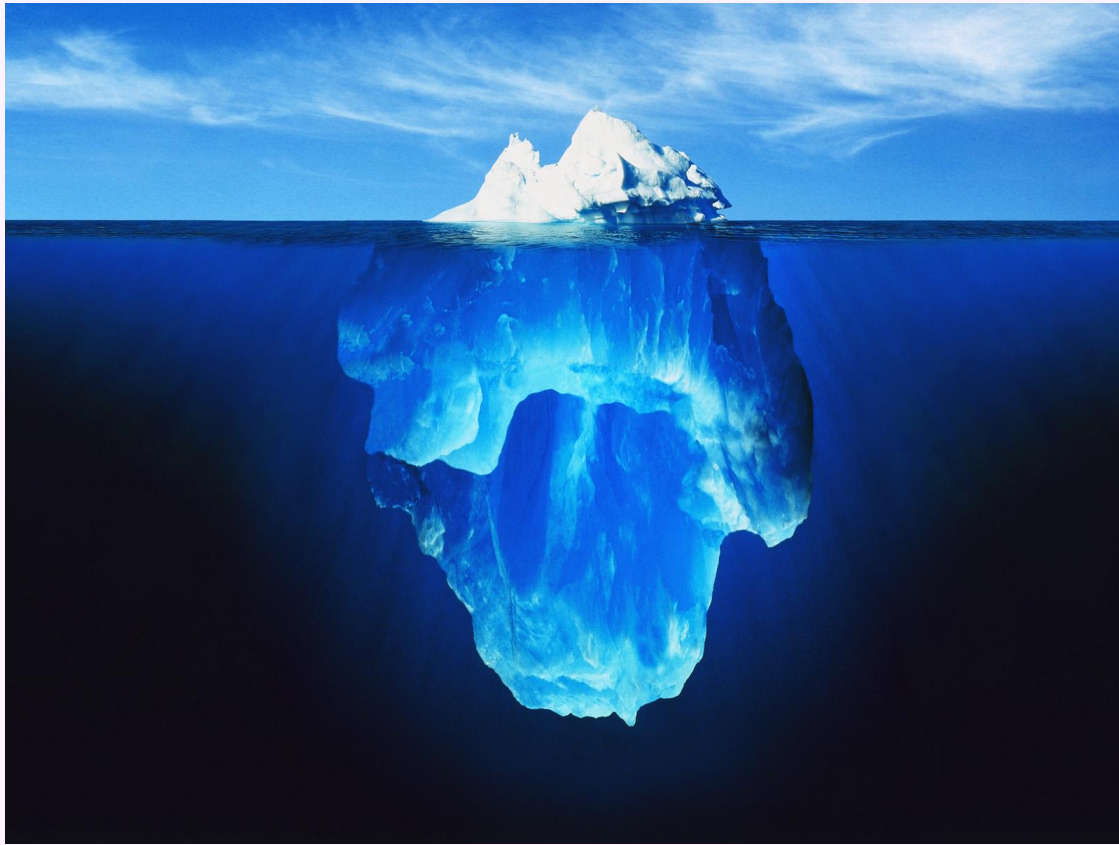
# PUX In Language

- It influences what we **HEAR**

- It influences what we **SEE**

- It influences what we **THINK**





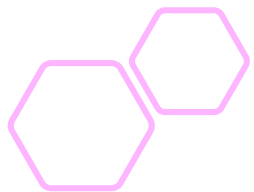
# Icebergs All Around

How Many Titanics Do You See ?

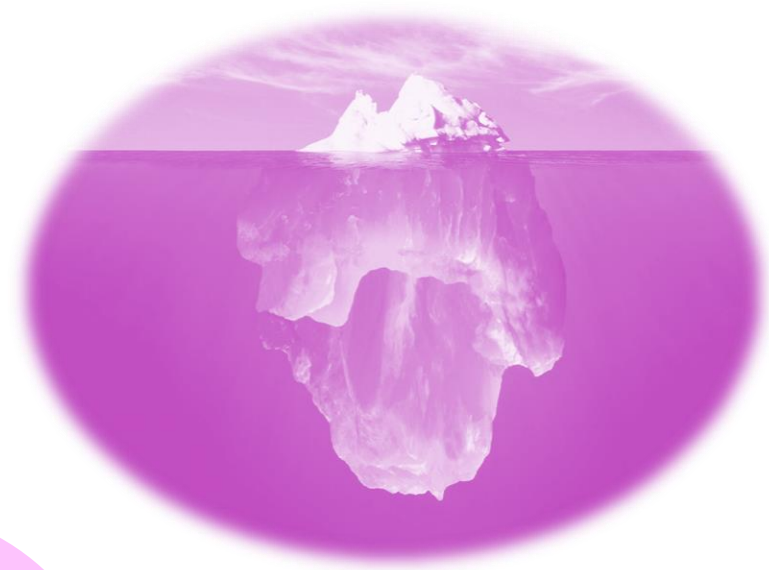




# Kata 1: Spot The COLOUR



# Bottom Of Iceberg



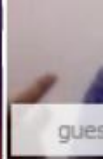
RISKS THAT CAN BE  
AVOIDED



OPPORTUNITIES THAT CAN BE  
USED FOR TRANSFORMATION



# KATA 2



Real Signals

An illustration of an iceberg floating in a dark blue ocean under a light blue sky. The iceberg's tip is visible above the water, while a much larger, jagged mass of ice is submerged below the surface. The word 'Emotions' is written in a white, stylized font across the submerged part of the iceberg.

Emotions

# Use Sonars — Detect BOI



CQA



INTENTION



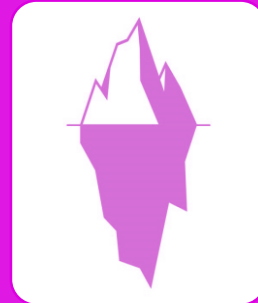
# GOOD CQA ?

Data / Information ( Mostly Tip )

Thoughts / Opinions

Feelings ( Closest To Truth )

Intentions



A CQA which reveals a bottom... .




How to construct one ?

# KATA 3

Do A CQA





*Intentions*

What does this mean?

# A comparison



## Action-Result Approach

Make \$\$ with per user  
in the Payroll  
processing

## Intention Approach

Make Payroll  
management simple



# Components Of Intention

## What is an Intention ?

- Should have no clear results
- Can never end



*FAST ( AGILE )*



*EASY  
(CONVENIENT)*



*FRUGAL  
(ECONOMIC)*



*SECURE (SAFE)*



# KATA 4

Discover Intention