

Profit motive  
vs purpose motive

Providing the env  
for change to occur

Apply  
current  
way of working



CRAFTS

↑↑↑

add  
trust

SCAFFOLD

Tushar  
Zomaiya  
Scrum +  
Neuroscience

Improved,  
Self improving  
decisions?

Status  
Certainty  
Autonomy  
Relatedness  
Fair