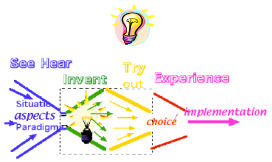
present. advies



-Gebruik metafoor

-Analogie

-Katalysator (ABC van XYZ)

-Recept om in puree te raken

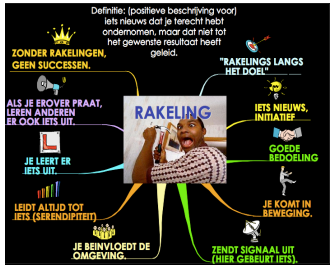
Wat is het varken ?

anders kijken ?!

hoe kijkt 'men' er tegenaan?

Wat weet ik niet ?

zwarte zwaan



OK, we're out . What now ?

Wat kunnen ze ermee ?

Techn. bedrijfskundige

Bewijs school dat je bedrijfskundig INZICHT hebt; Bedrijf=case.

Enthousiasme

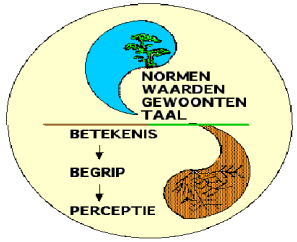
insteek

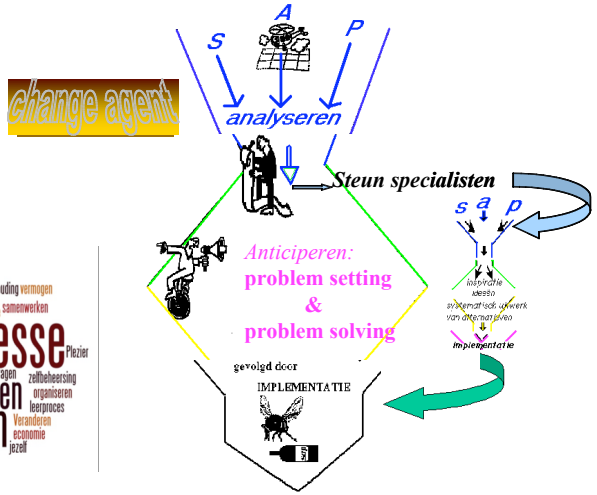
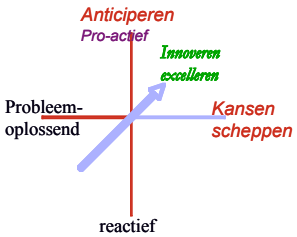
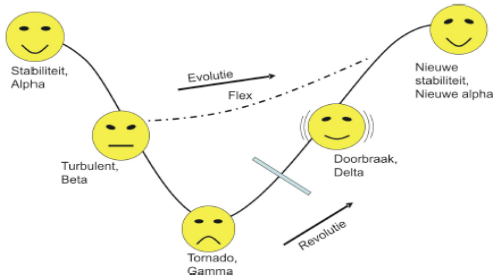
Wat is kenmerk van aanbevelingen?

wat betekent het?

Waar zit organisatie ?

cultuur: BOVENSTROOM ONDERSTROOM





Een ander paradigma