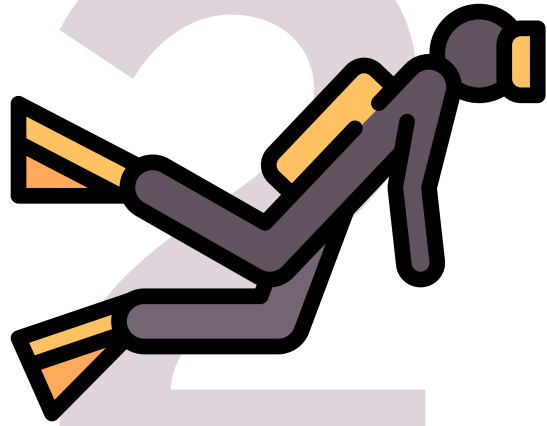


What do strategic thinkers do?

How much impact do your insights have?

High



high impact &
low frequency

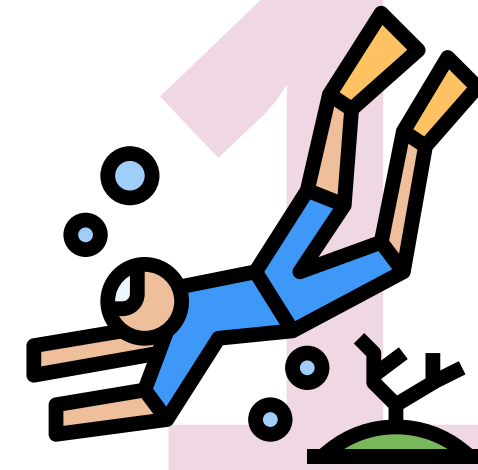
Scuba Diver

Occasionally deep
dives with assistance

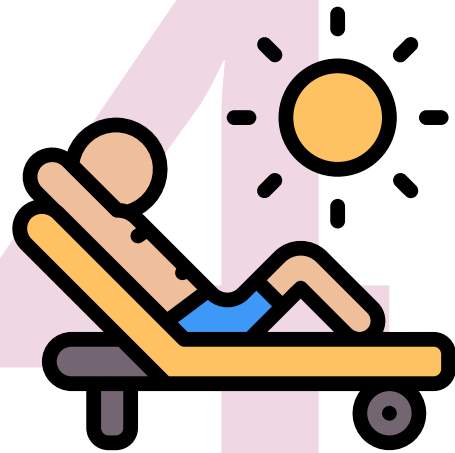
high impact &
high frequency

Free Diver

Self found
constant deep dives



Low



low impact &
low frequency

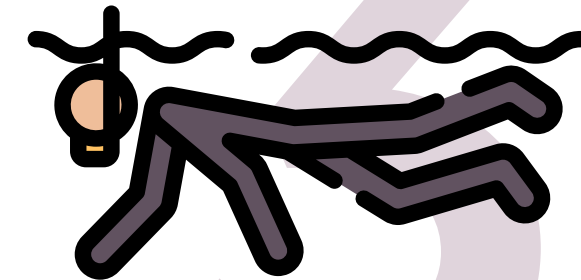
Beach Bum

Sit back and lets
others do the work!

low impact &
high frequency

Snorkeler

Skims across the top
with shallow insights



Low

High

How frequently do you bring insights?

MBM

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Building on Rock Howarth's work of 'The four levels of strategic thinking' from the strategic thinking institute