

# Navigation Keys

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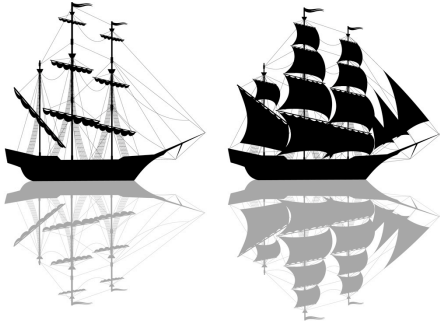
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PROCESS CONSULTING



## MARKETING AND SALES



**Sails and Rudder™** are interconnected and require seamless communication to ensure the forward momentum and direction that conserves fuel while it takes advantage of the climate

changes.

Through effective systems, controls and incentives the sails are brought up and the windfall is realized as the organization receives favor and gains.

It becomes clear that each part of the organization contributes to the healthy sailing process and as the team develops it gains from total contribution.

While it takes effort to raise the sails, the sustainability and future of the organization is brought into focus and the process becomes fun.

If you quit having fun in your organization, it may be a call to action.