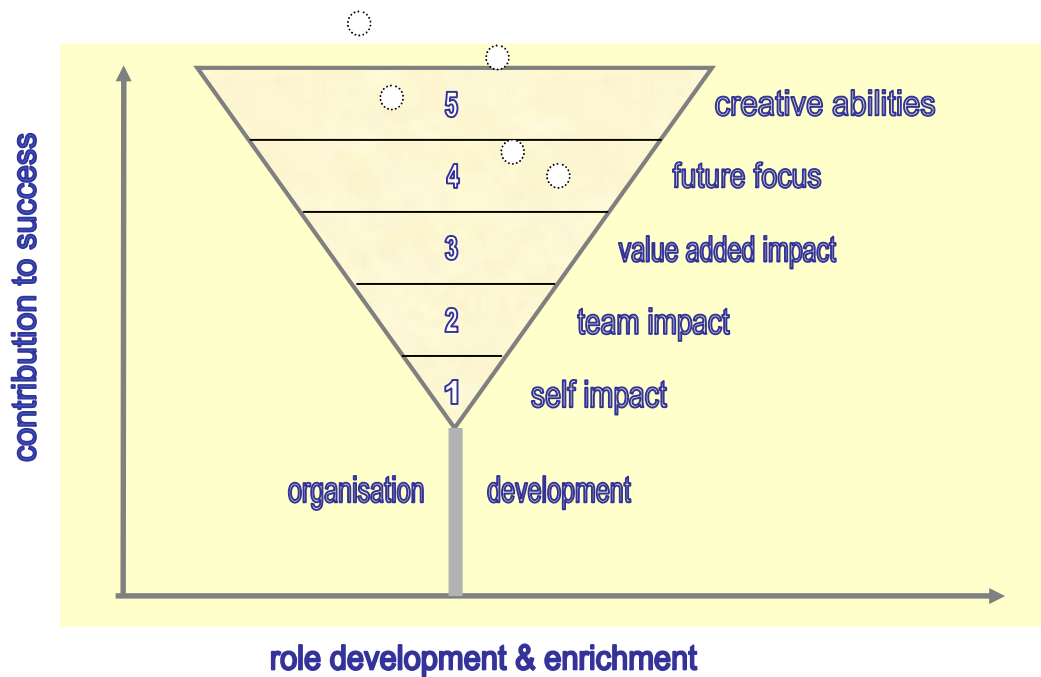


The Creative Organisation



The model illustrates that development accelerates and increases at each phase. An analogy with mountain climbing is appropriate. The further we climb up the clearer our vision – of what is possible and within our grasp.

Phases	Development	Current & Future Success	Value Added
5	Creative abilities	Innovative, adaptive & agile	↑
4	Strategy focus	Future market place sensing	
3	Value added impact	Customer value contribution	
2	Team impact	Team contribution	
1	Self impact	Personal performance	