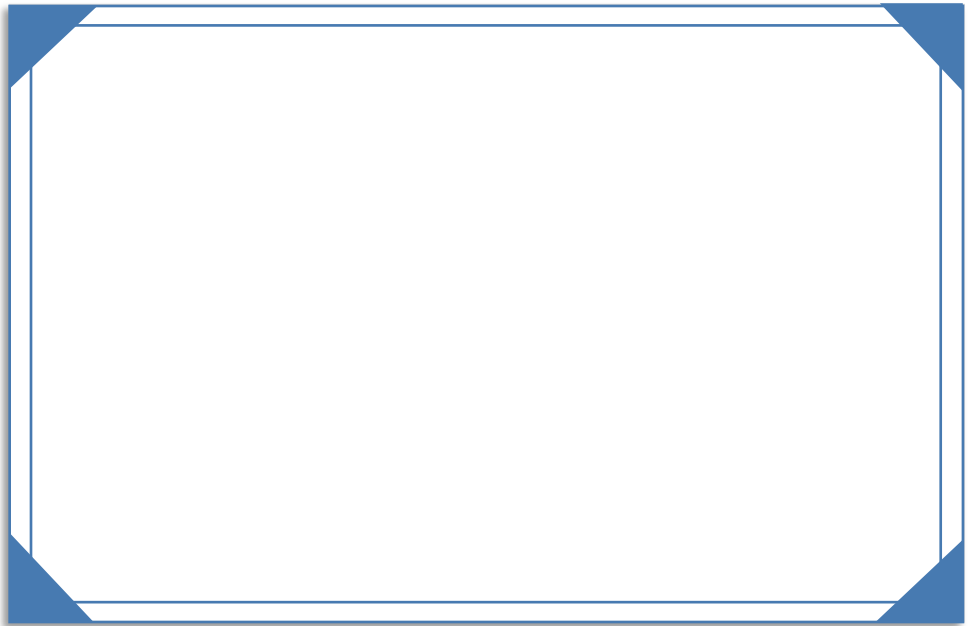




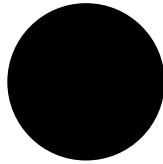
Death  
by  
Dots.

Close your eyes and imagine  
that you're standing in front  
of an empty whiteboard.

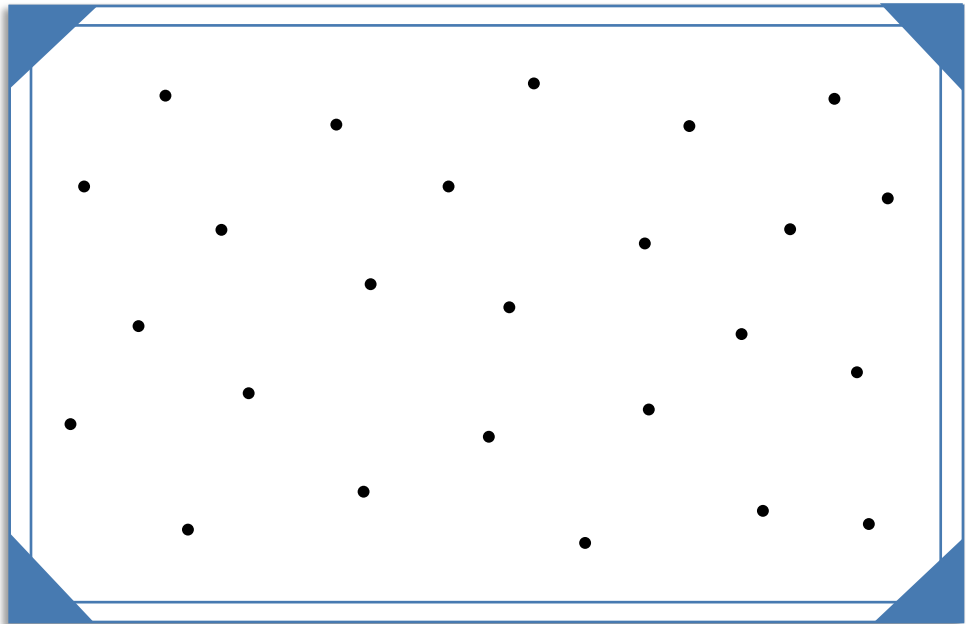
Your eyes are still open,  
aren't they?



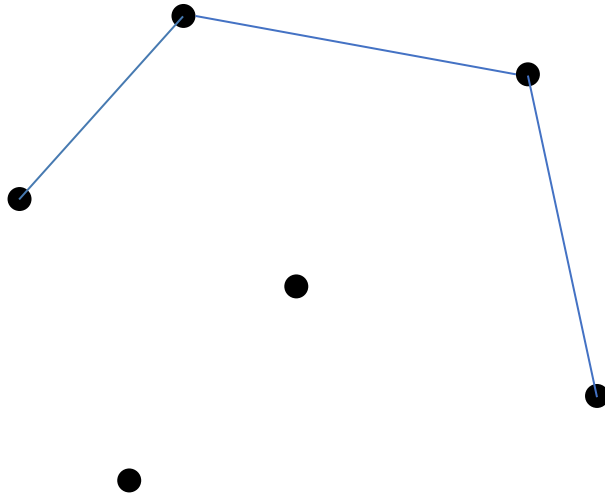
That's ok. Here's the whiteboard.



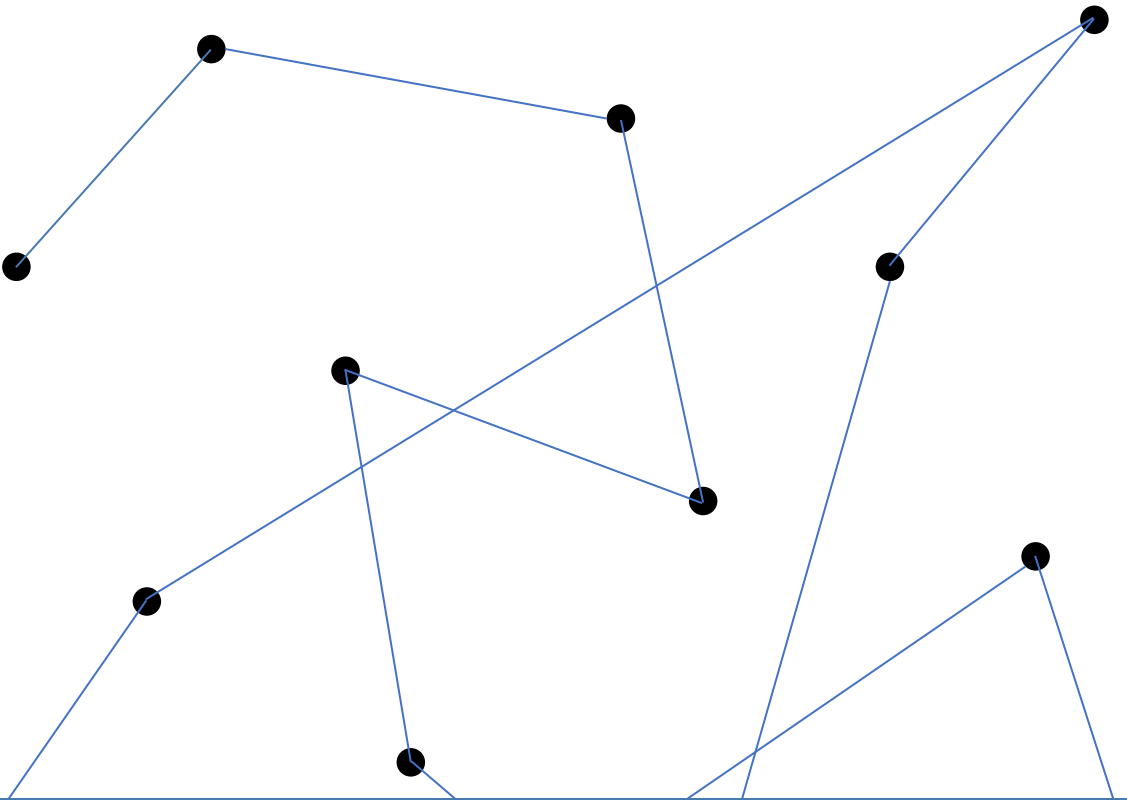
Now imagine that anytime your company implements a project, you put a dot on the board.



Soon, the board will be covered in dots,  
especially if your company is easily  
distracted by shiny new ideas.

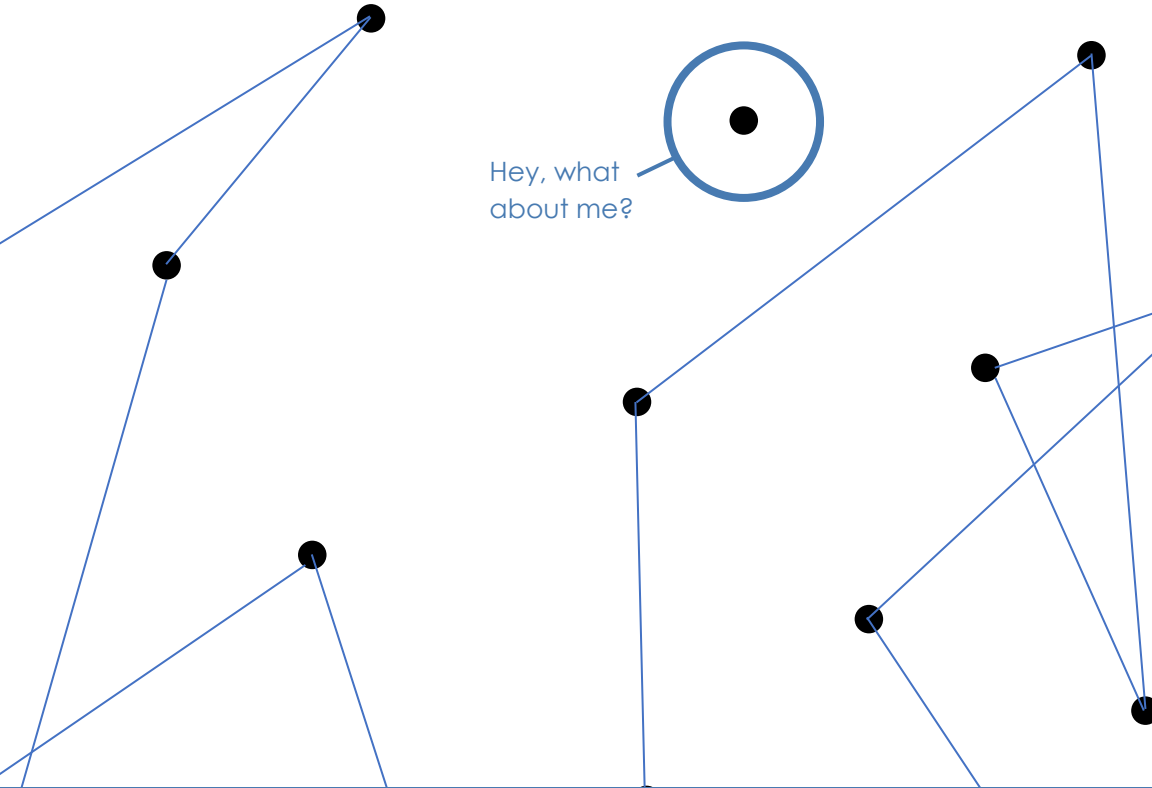


But when the time comes to start connecting the dots (aka evaluate success), you'll discover...



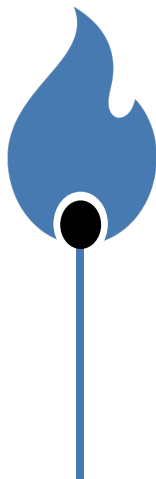
a scattered strategy, a reactive vs.  
proactive work culture, and...



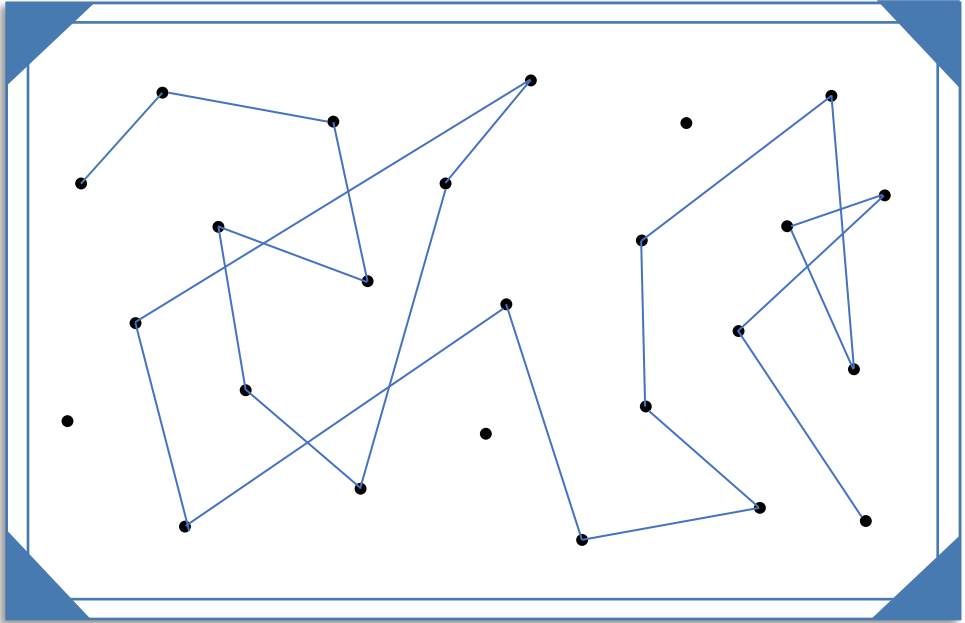


Hey, what about me?

a bunch of missed opportunities, a lack of team alignment, and (gasp!)...



the perfect blueprint for employee  
burnout. Ouch.

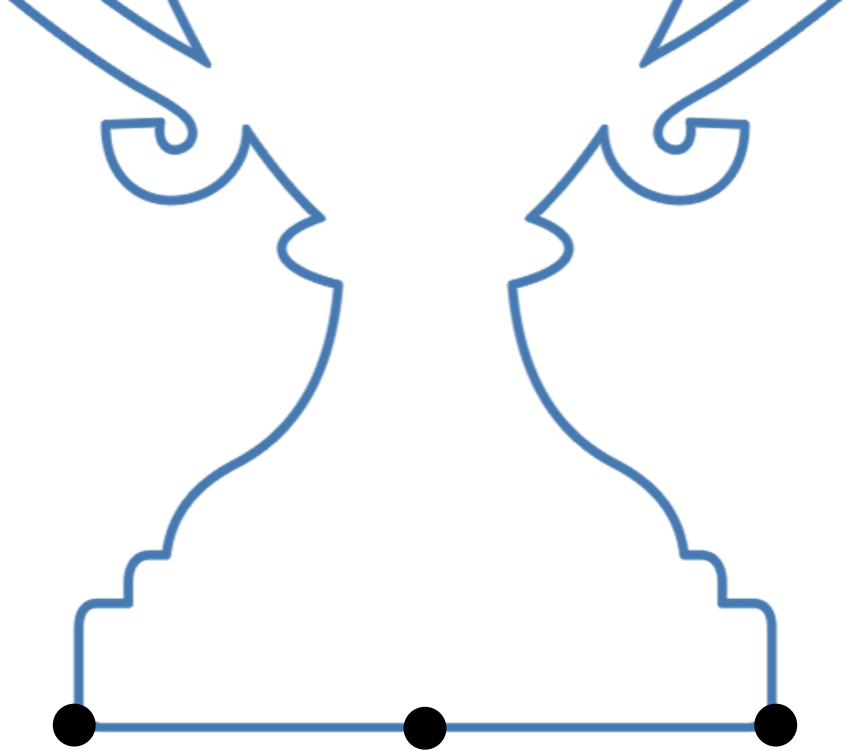


But what's worse is that by the time you get around to seeing the mess you created, it'll be too late. Way too late.

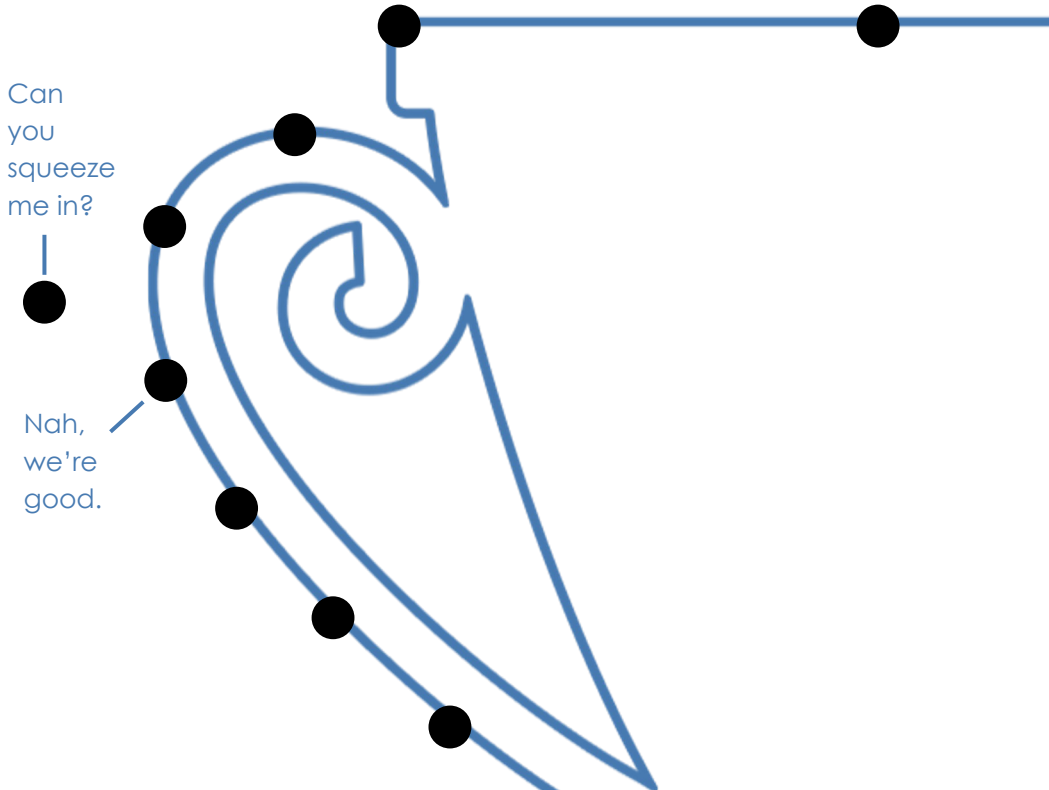
So, what's a better approach?



Start at the end. Slow down and take time to define and visually communicate what you want to accomplish.



It's easy to determine the right number and sequence of the dots when you know how they connect to the end goal.



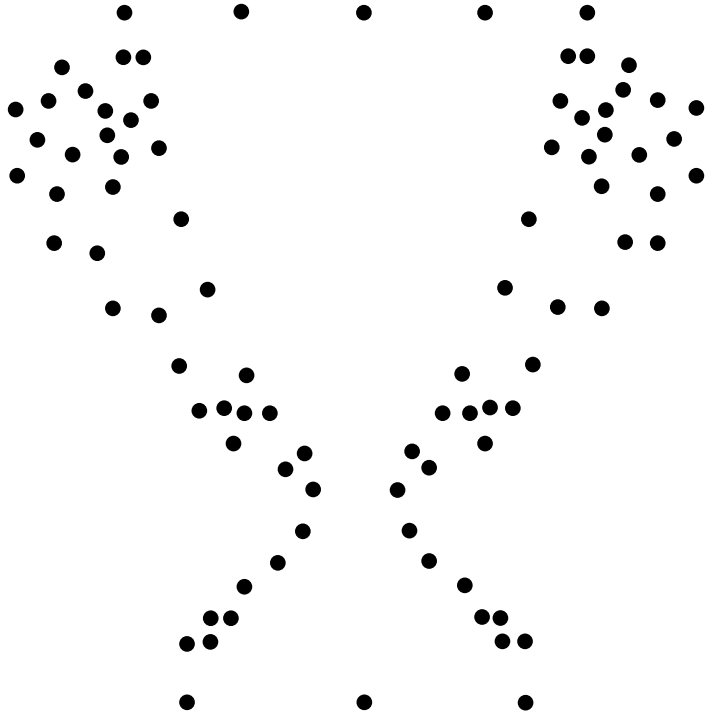
Can  
you  
squeeze  
me in?



Nah,  
we're  
good.

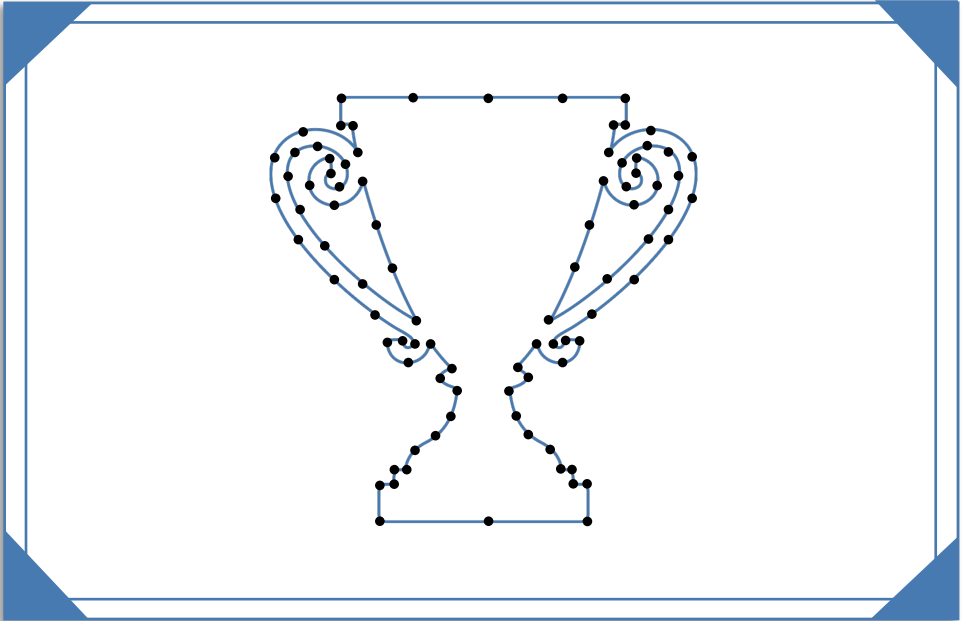


You're also less likely to spontaneously add new, unnecessary dots (projects) that waste valuable resources.



And when the time rolls around to connect the dots, you'll step back and clearly see...





how a little patience and a carefully laid out project plan can lead to more success and less...

death by dots.



twentytwo