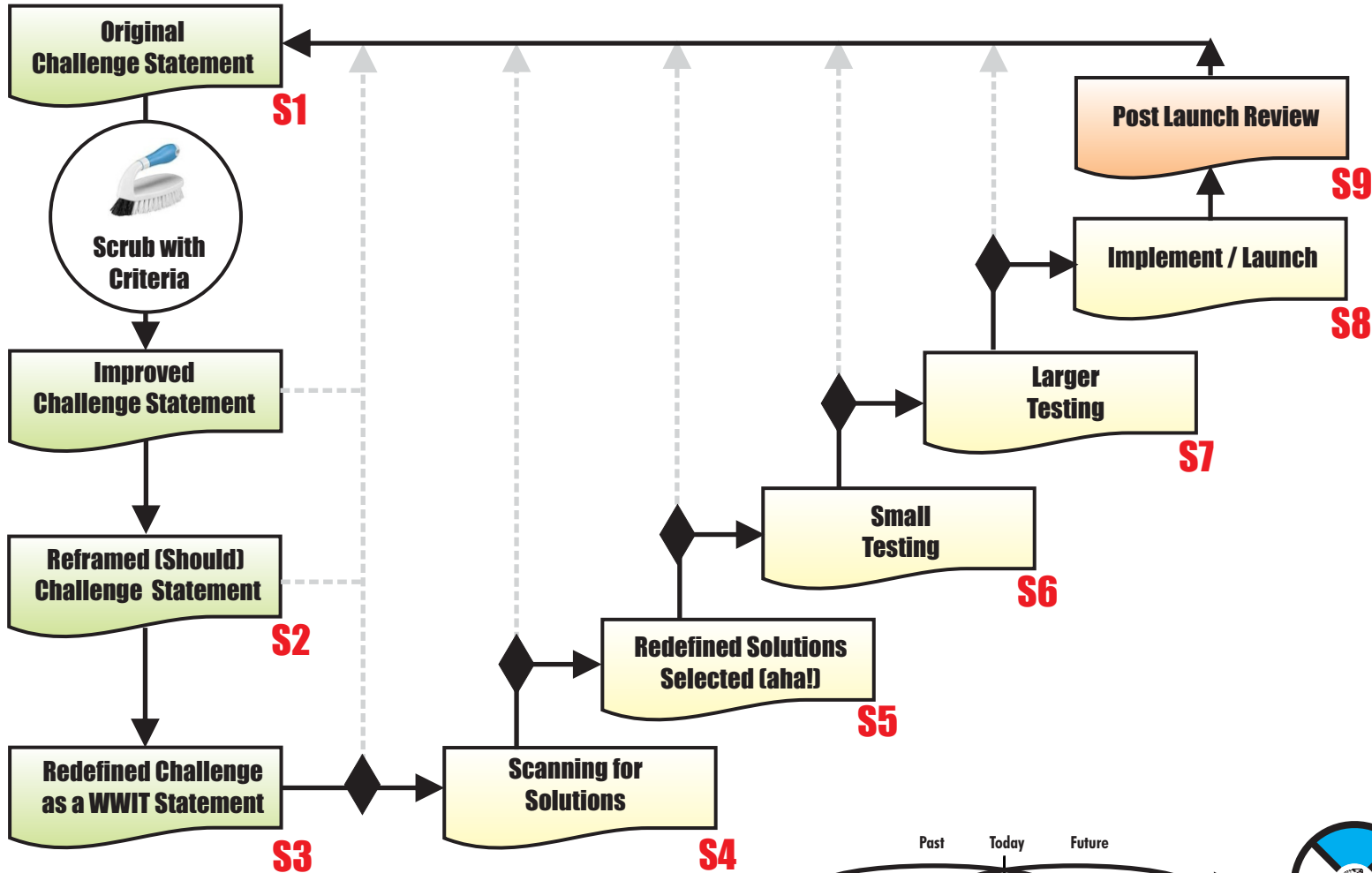




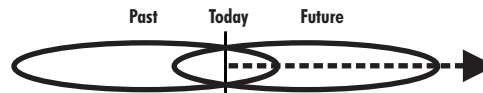
**Paid to THINK**<sup>®</sup>  
A leader's toolkit for redefining your future



# THE REDEFINING™ MODEL



- DIVERTERS**
- Goal
  - NEED
  - WANT
  - One Issue
  - OR
  - AND
  - BUT
  - Tense
  - HAD
  - DIDN'T
  - Problem
  - QUALITY
  - SERVICE
  - MONEY/CAPITAL/TIME
  - STAFF/MANPOWER
  - HE/SHE/IT/THEY
  - EVERYONE
  - Facts/Assumptions
  - ALWAYS
  - A LOT
  - NEVER
  - OPTIMAL
  - SOMETIMES
  - CRITICAL
  - ALL



**ENTERPRISE THINKING**<sup>®</sup>

© 2010 David Goldsmith and Dan Burrus All Rights Reserved Download at davidgoldsmith.com

© 2010 David Goldsmith and Dan Burrus All Rights Reserved