

"We are all prisoners in our own system (organisation)"

Desired result*

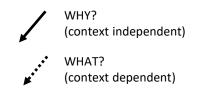
Right product : 100% 25% 35%

Right quality : 100% 20% 30%

Right product cost : 100% 25% 45%

Right development cost : 100% 25% 55%

Fast time to market : 100% 25% 65% 45%



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^{*}trust, happiness, good health, a flourishing culture, etc. are also desired, but are emergent behaviour and properties