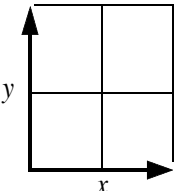
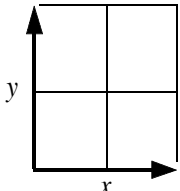
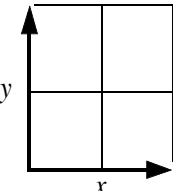
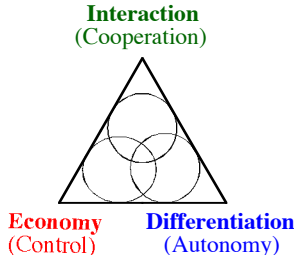
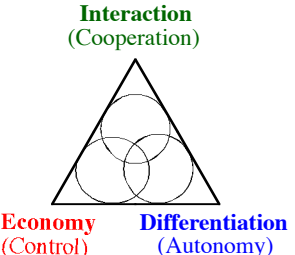
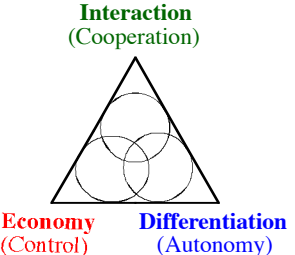


STRATEGIC SCAFFOLDING MATRIX (abbreviated)*

	Past ()	Present ()	Future ()
Persona (our <i>identity</i>)			
Performance (our <i>metric</i>)			
Puzzle (our <i>dilemma</i>)	 y: _____ x: _____	 y: _____ x: _____	 y: _____ x: _____
Pattern (our <i>strategy</i>)			

This simplified framework provides a sense of our approach to helping organizations describe, re-create, and share their strategy story over time. We work with managers and others to articulate (1) organizational identity (persona), (2) metrics that matter (performance), (3) dilemmas (puzzle), and (4) organizational strategy (pattern). This process not only produces an enlightening strategic narrative; it also serves as a powerful organizational development and communication vehicle.

*A more comprehensive framework appears in *The Geometry of Strategy*.