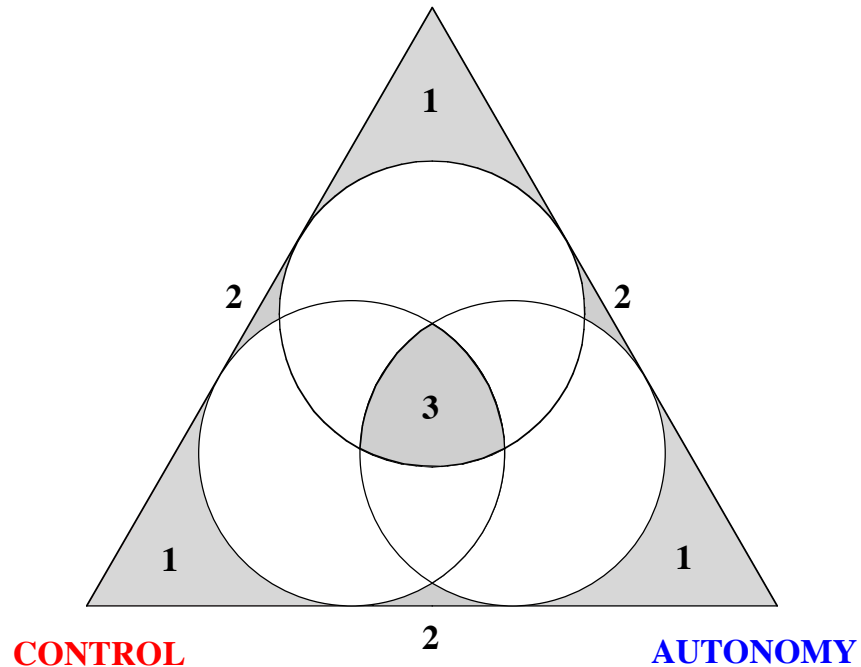


THREE WAYS TO FAIL

COOPERATION



- 1: Overdo top priority
- 2: Underdo bottom priority
- 3: Operate without priorities

A client once described this graphic as a *triangular doughnut*. There are thirteen possible locations within the triangle: six viable, and seven vulnerable. The exact location within each of these spaces is unimportant; what matters is the relative competitive landscape. This framework has been especially useful in helping organizations to chart their (desired) development over time.