



Branddoctors

Strategie uit het hart

brand
doctors

**Strategie is ...
de moed om iets
anders te doen.**

Tom Peters



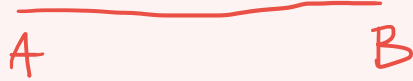
NERDS

PITBULLS

**MOEDE
LOZEN**

**FEEST
BEESTEN**





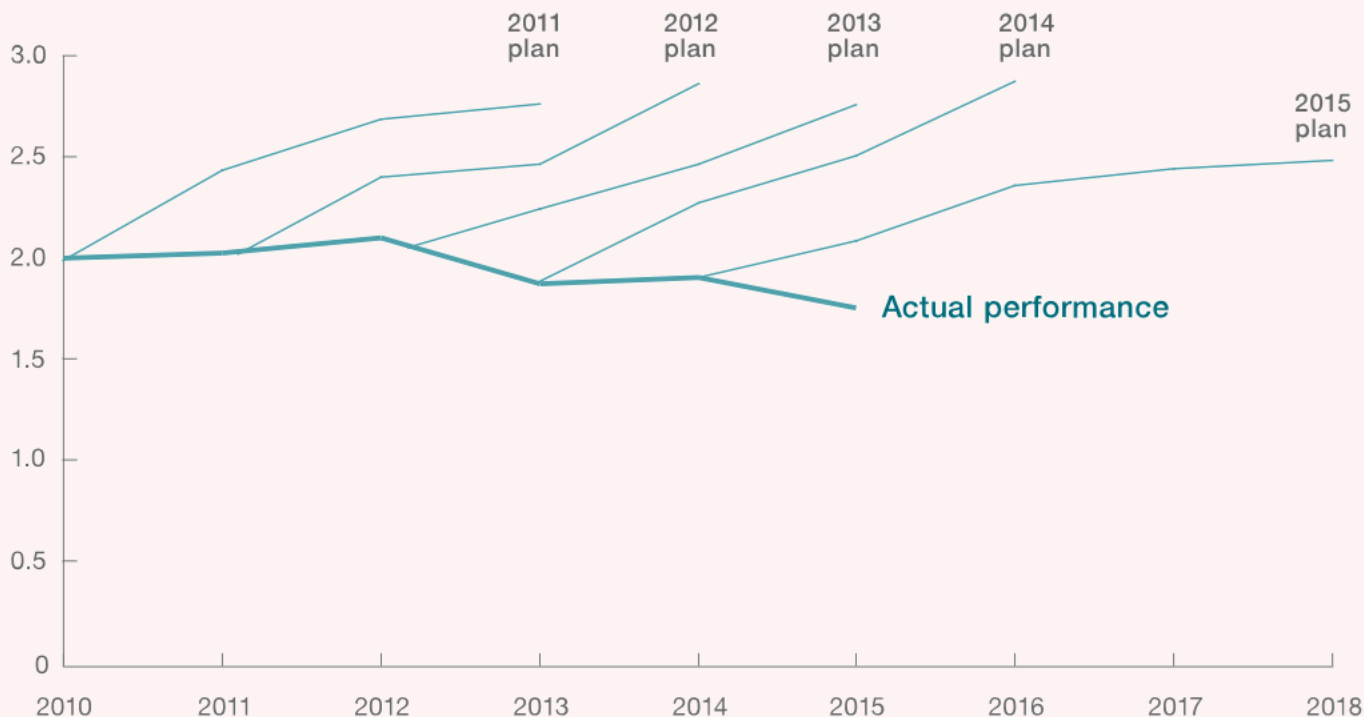
The shortest way



The more interesting way

One thing leads to another: Social dynamics and cognitive biases can lead to successive hockey sticks.

EBITDA,¹ disguised example, \$ billion



Being strategic on a daily basis

Gedrag en keuzes die
horen bij de strategie

tompeters!

EXTREME HUMANISM

Tom Peters, an older man with white hair and glasses, is shown from the chest up. He is wearing a dark blue zip-up sweater over a light blue collared shirt. He has a gold ring on his left ring finger and is gesturing with his right hand raised in a fist, pointing towards the camera. He is smiling and appears to be speaking. The background is a solid red color.

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