

MM12

Strategy & Conviction

Developing the right strategy and a total conviction that we will arrive at our destination is absolutely necessary.

Being conscious of the process our brain runs and taking control over it, is the way to make sure you do the right things to get you there.

The ultimate strategy is built with this process:

STRATEGY

ACTION

RESULT

EVALUATION

Any conviction is built using the same process

IDEA / BELIEF

ACTION

RESULT

EVALUATION