

# PROCESS



ANALYZING MINDSETS



THINKING THROUGH



SOLVING

## SET OFF → AIM

We assess your deal and the roadblocks you face regarding its **closability and vetting**. We discuss your situation, the uncertainty about your stakeholders, and we set a resolution path.

## STEP 1 → → → OBSERVE

We detect the mental representations, psychological patterns, cognitive flaws or distortions, and thought processes that regulate your stakeholders' interests, intentions, and capabilities.

## STEP 2 → → → → → ORIENT

We review facts & data in the light of the players' drivers, separate influence from information i.e., the narrative from the reality, in order to identify the agendas behind the stated positions.

## STEP 3 → → → → → → → → DECIDE

We evaluate how their unuttered proclivities and underlying intentions are interfering with the prospects of your deal and we figure out the credibility of their commitment to the agreement.

## STEP 4 → → → → → → → → → ACT

Strategize your dealings with actors, engage the balance of power, apply countermeasures, mitigate others' constraints, and improve the closability, viability, and profitability of your deal.

## ● INITIAL PHASE



REPEATING STEPS

REPEATING STEPS

REPEATING STEPS

