

Chapter Two - The More Imperative`

If everyone was satisfied with himself, there would be no heroes.

Mark Twain

Whoever could find a single silver bullet solution to solving a problem or making great decisions in today's complex, information-rich world would be on a lot of infomercials and would sell a lot of books. Instead, the premise of *this* book is that each person, each company, each organization needs to find its own combination -- its own blend -- of silver and magic bullets to move along the path to more.

If a single silver bullet is never enough, then it's logical that finding better solutions requires using more than just *one* approach. This is such a deeply-rooted truth that we call it the ***More Imperative***. No matter the scope of the problem to be solved – large or small – it is rare that the answer can be found only in choice A, B, or C. In the real world, the “final answer” is usually derived by blending multiple approaches.

This also means that there can be several reasonably correct answers, or no single right answer, to many real-world problems. The many variations among people, and among organizations, means that blends of solutions must be tailor-made in order to achieve more, and that no two blends will be exactly the same.

In the New Economy everyone wants more.

Call Bill Hass to learn more at 847-564-5575.

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