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# From Widget to Wealth

*Building a lasting legacy through customer service and company culture.*

WID  
GET

THE BREAKDOWN





History of  
Business

**industrial age**

design  
*what do we need to do*

develop  
*how do we do...*

deliver  
*do what we need to do*

“get it out the door...”

History of

industrial

**FOCUS:  
the widget**

History of



# informational age

design  
develop  
deliver  
define

“get it out the door...”

*how do we do what we need to do better*

fast  
er  
che  
aper

History of

informatics

**FOCUS:**  
efficiency

History of



# relational age

design  
develop  
deliver  
define

discover

*what if there is more to  
do than what we do*

“what is *it*  
really?”

The Human  
Element

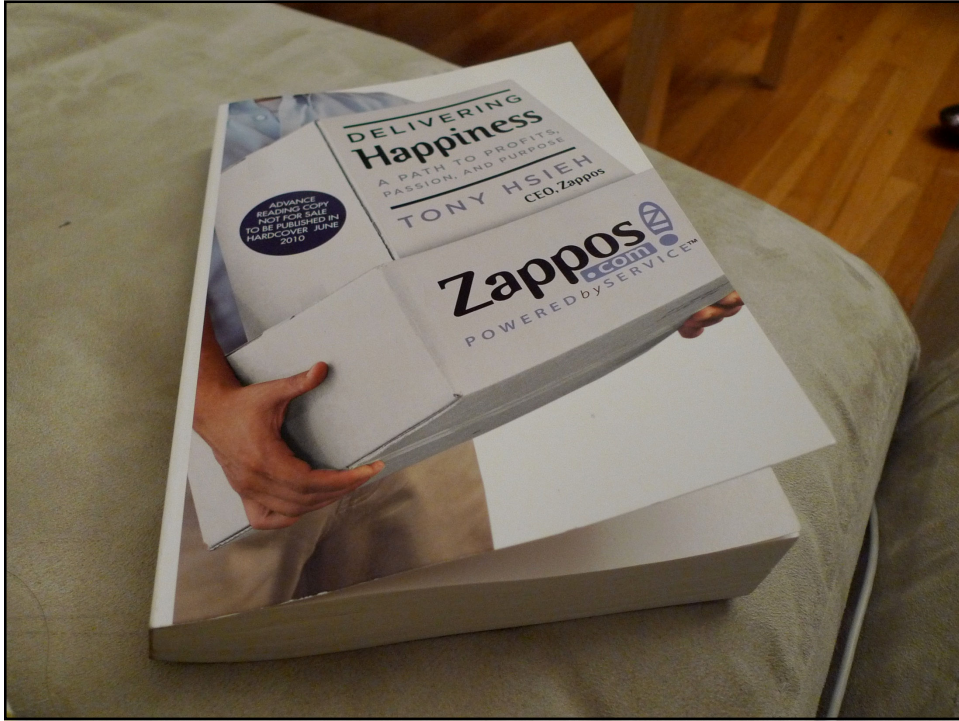
RELATION  
AL

History of

relational

FOCUS:  
legacy

History of



design  
 what do we need to do

1  
 research  
 choice

2  
 assess

**develop**  
 how do we do what we do

CREATE

off  
 drawing  
 test

**deliver**  
 do what we need to do

ACT

acquire  
 ship

Industrial

Are you  
delivering on  
your business  
promise?

Call to

define  
how do we do what we do better

EVALUATE

1. identify  
2. app  
3. detect

information

Are you creating  
innovation time  
and space in  
your business ?

Call to

discover  
what if there is more to do than what we  
do

1. dream  
2. imagine  
3. execute

IMAGINE

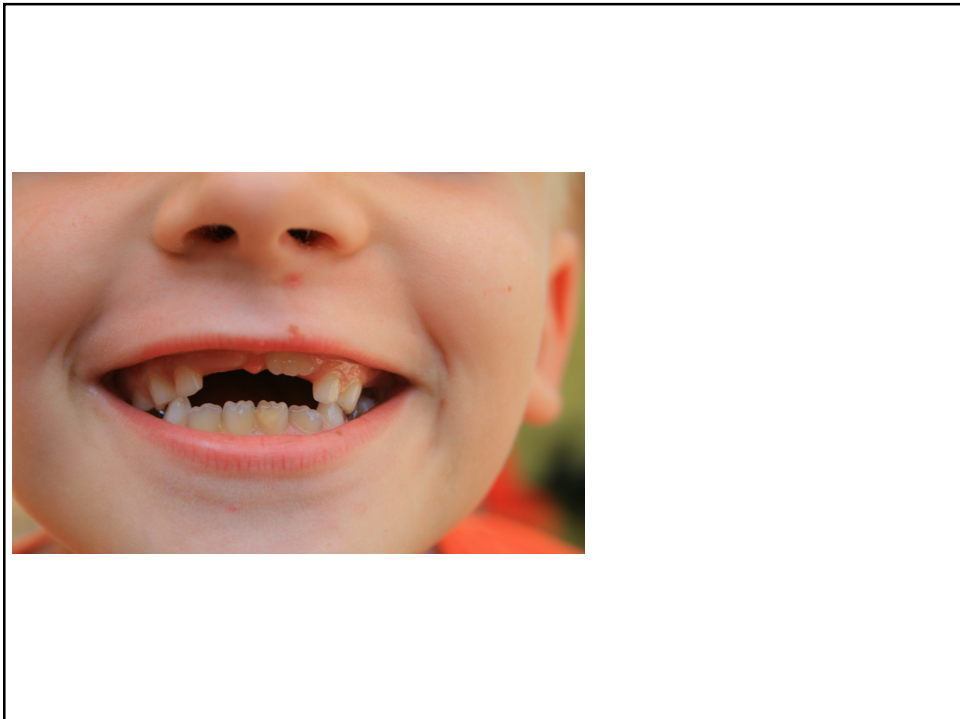
Relationships

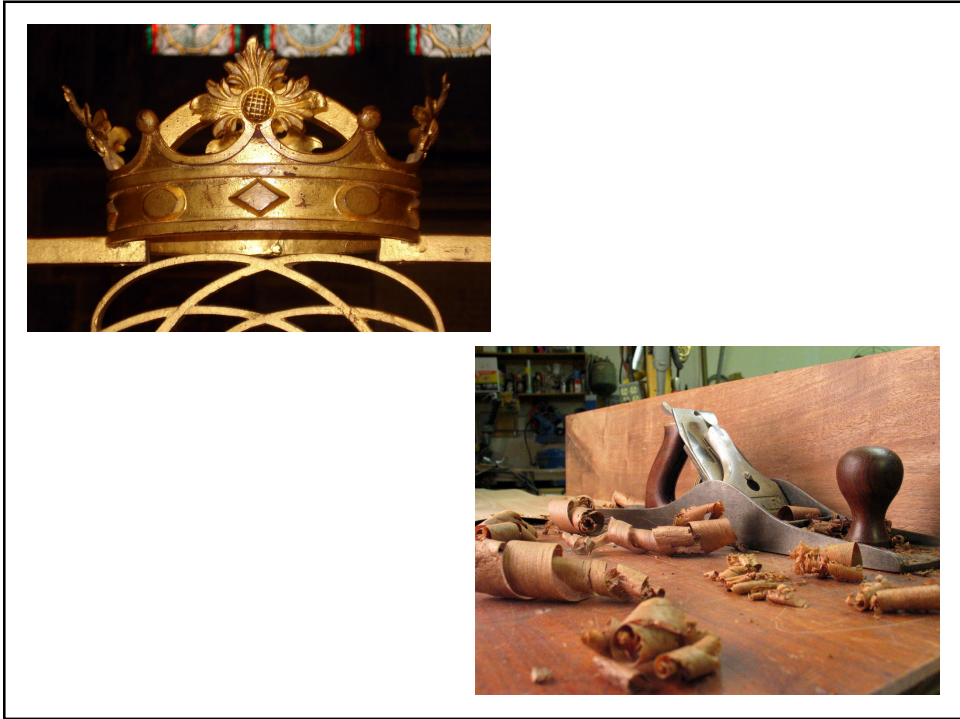
Do you dare to  
dream?

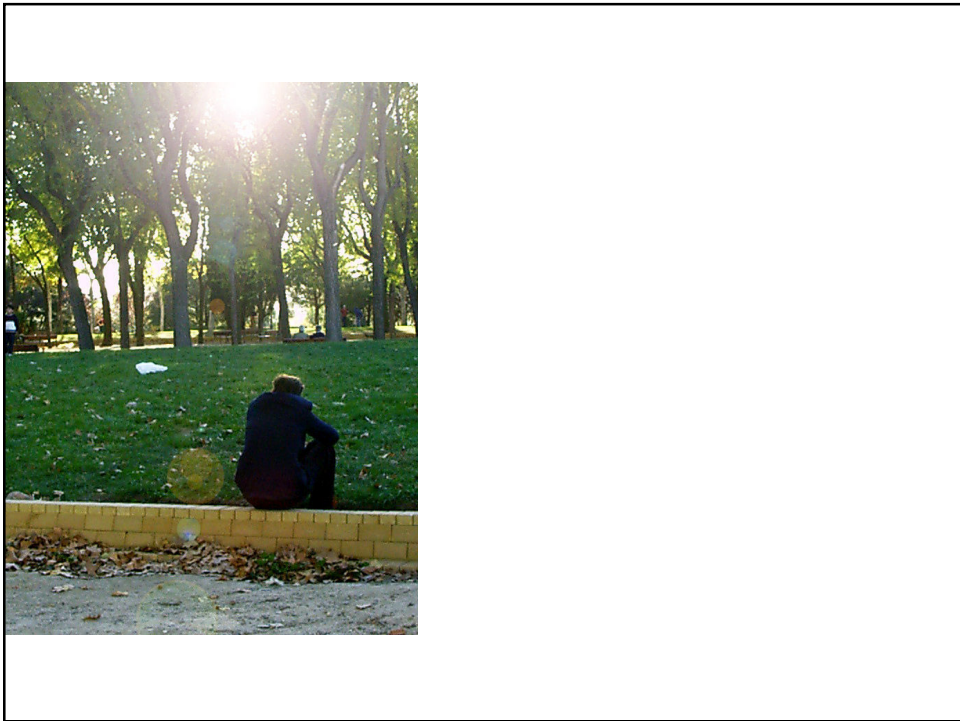
Call to











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