



## CLIENT COMMENTS ON OUR WORK — GROWING EDGE PARTNERS

**T**he Managing from Clarity process structured our thinking about how the critical pieces of our organization connect. It also helped us identify the key strategic resources and leverage points for our firm and what we could realistically achieve, with regards to the complex and dynamic challenges our bank was facing at the time. The process and tools provided us a practical and effective way to get our group and its goals aligned around what really matters for our organization as a whole. This clarity allowed us to focus our energy as a management team around the problem itself and it strengthened our ability and enthusiasm to work together. Most importantly, we will never see our world as we did before.

Elizabeth Martinez, Senior Vice President, Department of  
Structured Finance, Banco Nacional de Mexico

**D**ecision-making in our project-framing workshop was made clearer by considering strategic and non-technical issues. This allowed individuals of the multifunctional team to GRASP the process with a focused understanding, rather than only being activity driven.

T.H. van der Harst, organizer, project framing workshop,  
Shell International Exploration and Production

**B**usiness interactions and outcomes these days are far too complex to be understood in terms of simple cause-effect relationships. The Strategic Clarity model expresses a modern business enterprise as a dynamic, multi-faceted system. Such thinking has helped my team to understand its "leverage points" and thus make better-informed resource allocation decisions.

Dan Farell President, Distribution, TXU Electric & Gas