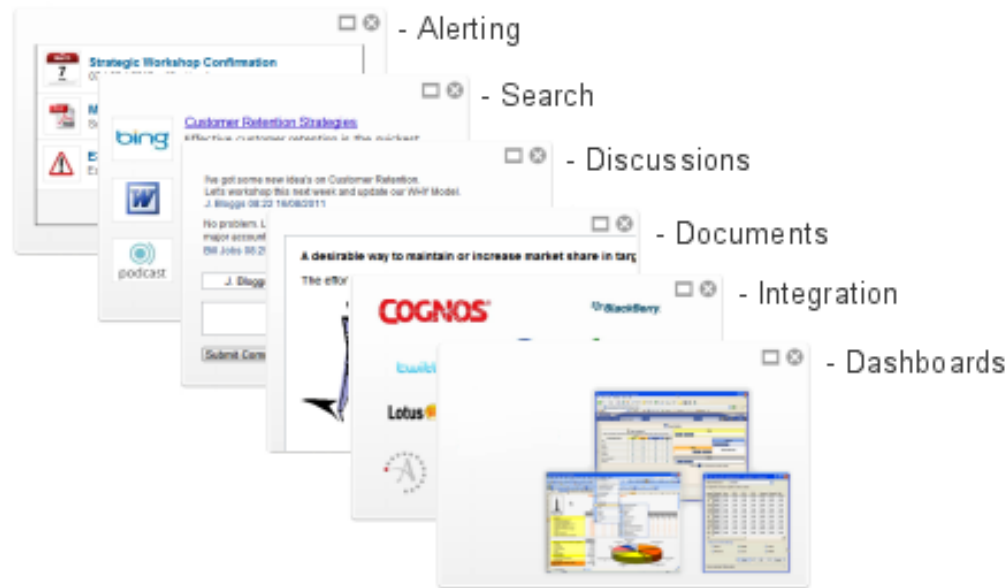
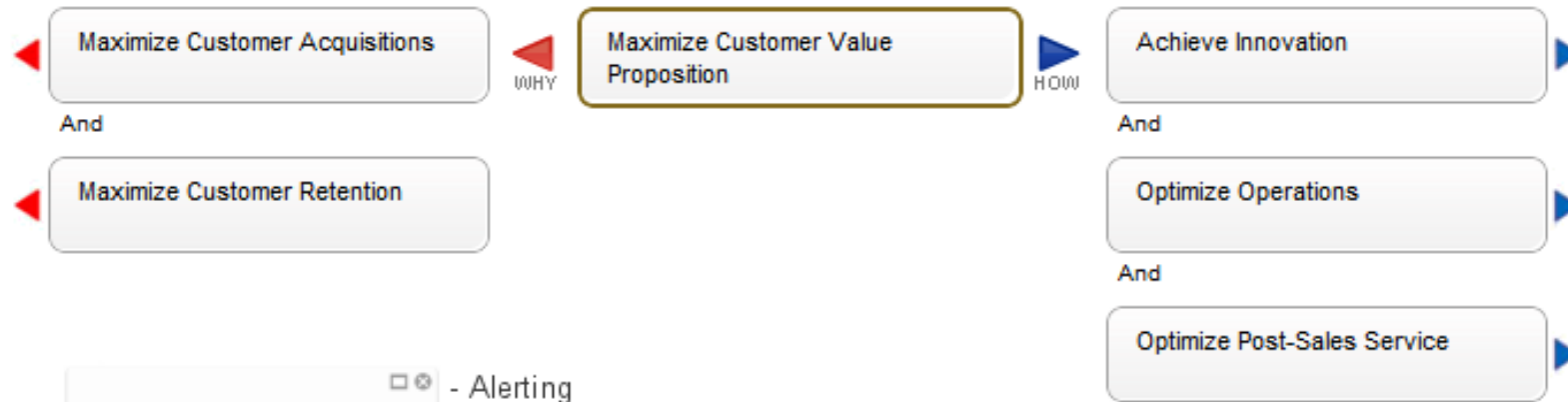


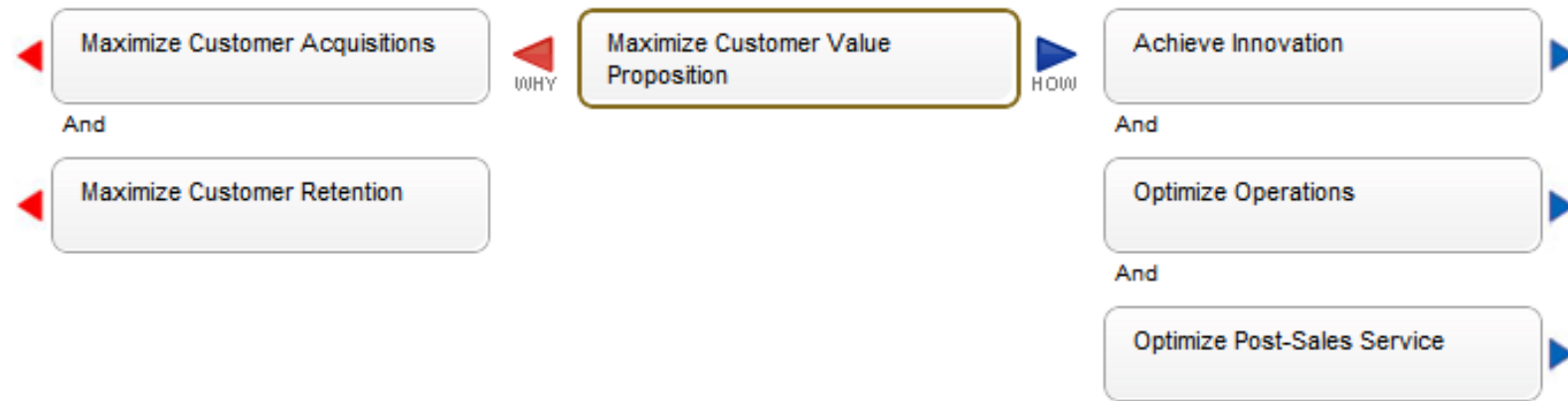
The WHY Code - Illustrations

3 questions encode the organization's intelligence - **WHAT**, **HOW**, and **WHY**.
The **WHY** Code becomes the very DNA of the organization...



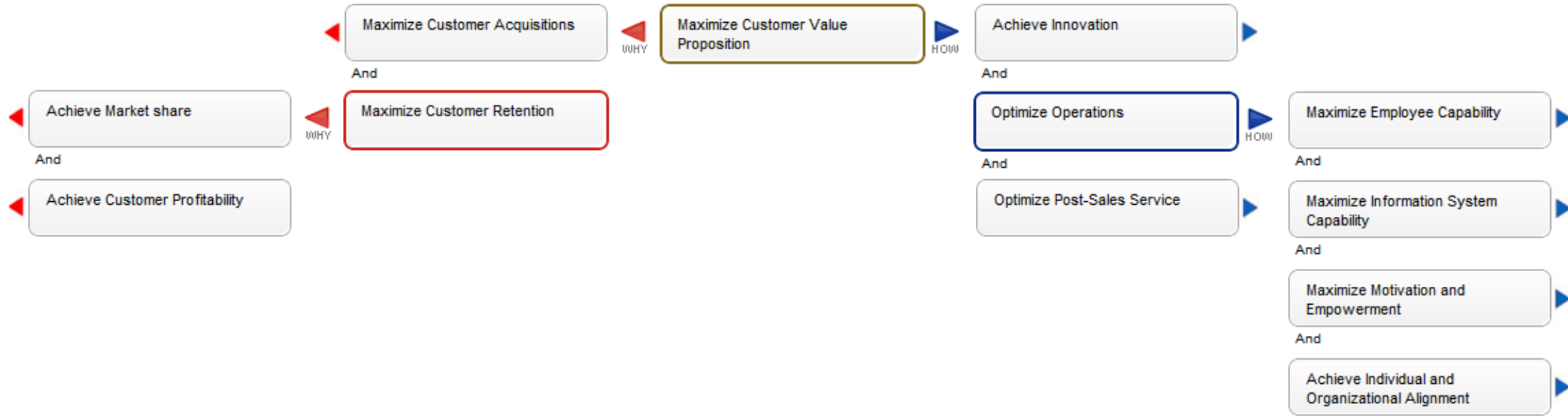
Here is a typical start point for the **WHY** Code of an example enterprise.

WHY's go left, **HOW's** go right...

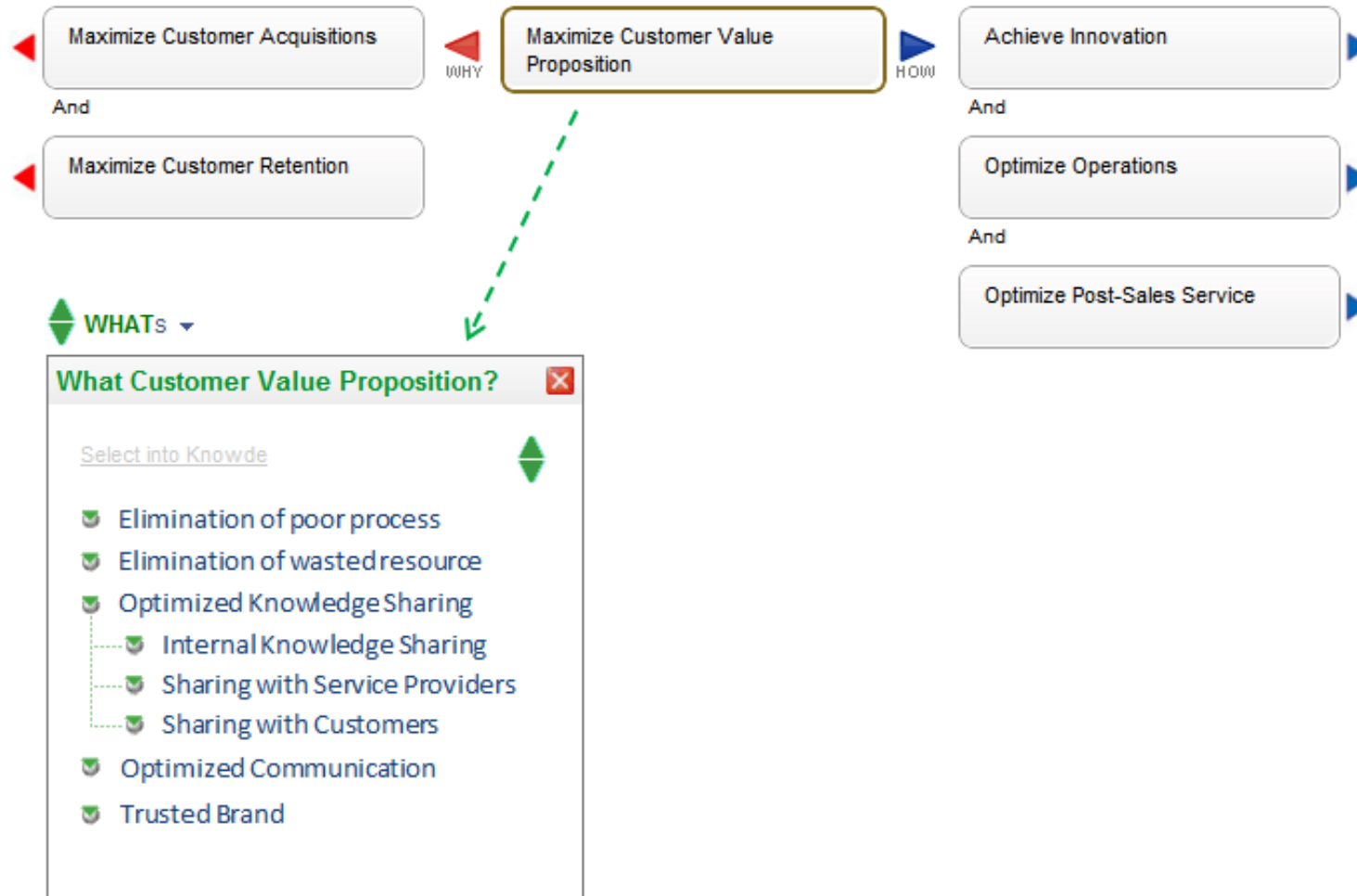


Further HOW and WHY chains unfold at a click.

Any box can be made the central focus of the map...

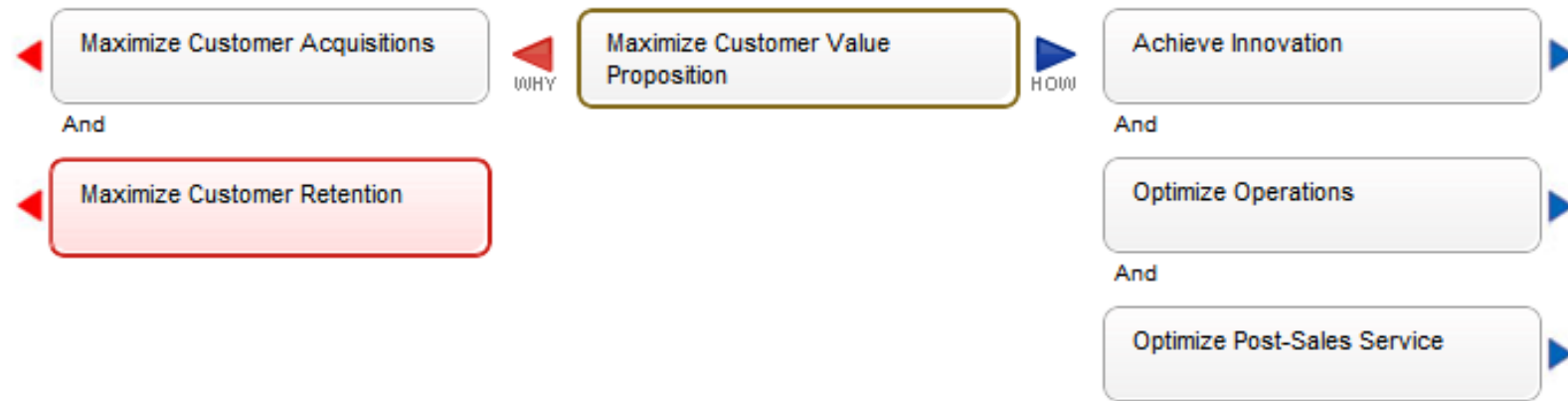


WHAT's are used to ensure focus on the specific things that need to be controlled...



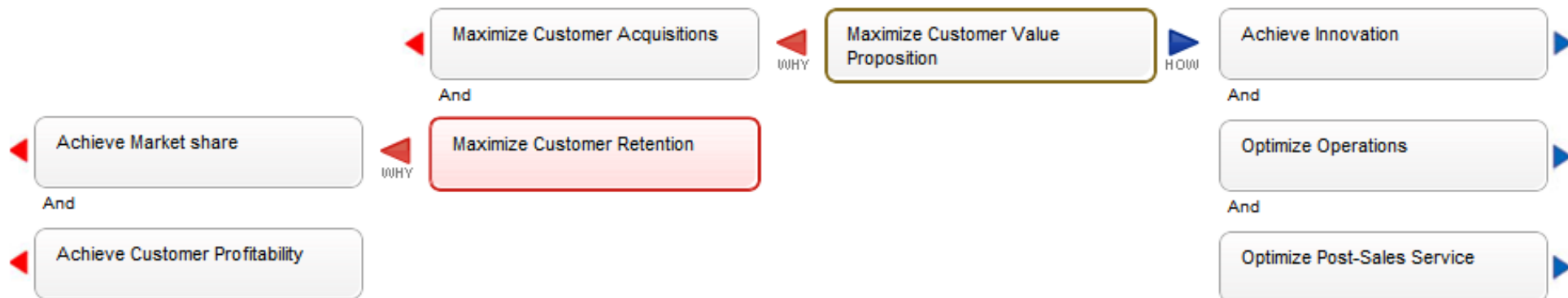
Any box can be animated to indicate status.

For example, flashing boxes to alert users to new information...






Clicking on a box opens the relevant information window.

For example - alerts...

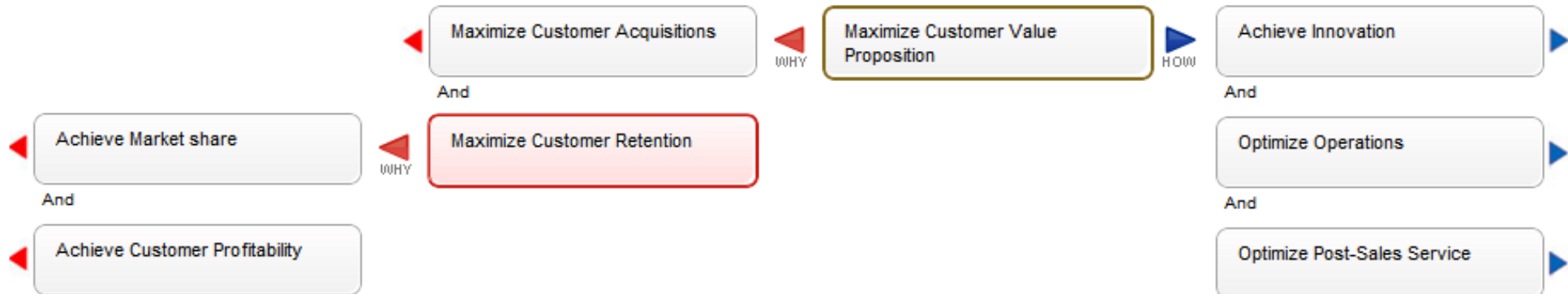


Alerts




-  **Strategic Workshop Confirmation**
07 / 03 / 2012 - 12 Attendees
-  **Monthly Retention Report**
Summary of Key Account status
-  **E3 Service Issue**
Escalation of service issue for ABC Global

[See All Alerts](#)
8 unread

We automatically retrieve search results from the Web, corporate web or any other information source...



Search Results

-  [Customer Retention Strategies](http://www.easycustomerretention.com/)
Effective customer retention is the quickest
<http://www.easycustomerretention.com/>
-  [Maximizing Customer Retention:](C://documents/best_practices/MaximizeRetention.)
Maximizing Customer Retention: A Blueprint for
C://documents/best_practices/MaximizeRetention.
-  [The Secret to Maximizing Customer Retention](http://exchange.ariba.com/community/solutions/sl)
Is your customer retention lower than you'd like
<http://exchange.ariba.com/community/solutions/sl>

Attach more detailed text, notes or imagery for further explanation...



Text, Notes, Images...

Maximize Customer Value Proposition



"Value propositions will vary across industries, yet a common set of attributes have been identified which can be organised into three categories" say Kaplan & Norton.

- Product/service attributes
- Customer Relationship
- Image & Reputation

These attributes supply the answer when an organisation asks itself - "What must we deliver to our customers to achieve high degrees of satisfaction, retention, acquisition and eventually, market share?"

"Value = Product/Service Attributes + Image & Reputation + Customer Relationship."

Reduce 'noise' by structuring communication and social interaction around **WHAT** matters, **HOW** and **WHY**...



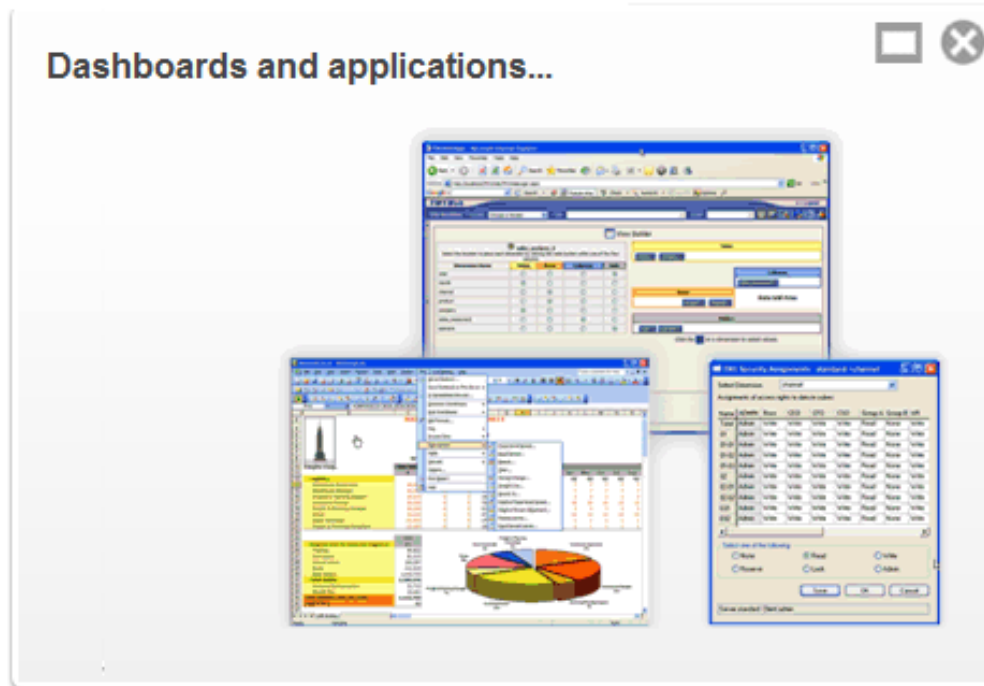
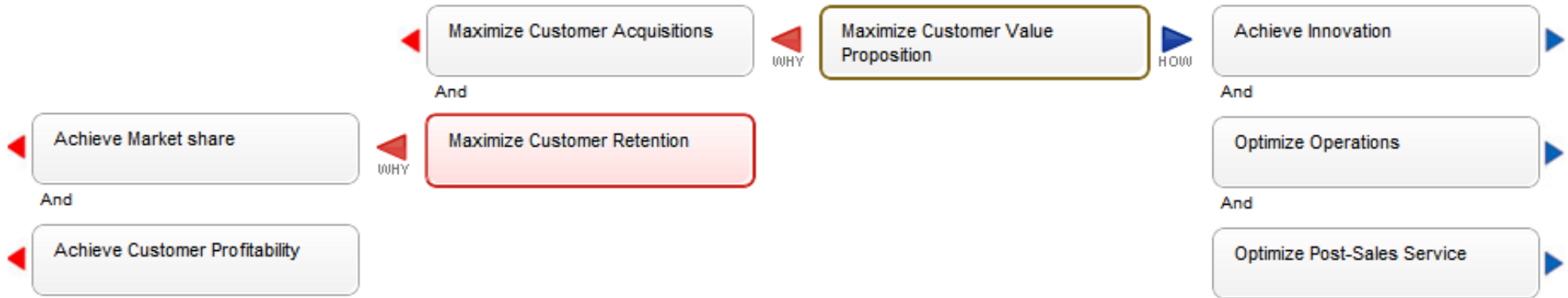
Discussions

I've got some new idea's on Customer Retention.
Let's workshop this next week and update our WHY Model.
J. Bloggs 08:22 16/08/2011

No problem. Let's schedule it in - we can discuss any service issues to our major accounts at the same time.
Bill Jobs 08:29 16/08/2011

Name (required)

Integrate your current systems against your WHY Code, or attach dashboards and custom built applications...



You can map anything around **WHAT**, **HOW**, and **WHY**. Your **WHY** Code ensures everything is contributing to the ultimate goals of the enterprise...

