

# the CANYON

FUTURE MARKETPLACE

90% of strategies are sub-optimized

OUR STRATEGY  
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**LEADERS**

We have to go fast and we can do this, no problem.

Do as I say, not as I do.

The strategy is done. Now it's time for you to execute it!

This is a big change! I'm not sure we can make it happen.

I'll do what my incentive package tells me to do.

Great! But what does that mean for me and my team?

I don't know how to do this.

I guess I'll just keep doing it the way I'm comfortable with.

Technology  
Economic Volatility  
Increased Competition  
Changing Workforce Demographics  
Supply Chain Disruption  
Changing Customer Demands

Actively Disengaged 18%  
Indifferent 52%  
Engaged 30%

Source: Gallup Employee Engagement Index, Q3 2012

40% of employees don't understand the company's vision.



39% of workers feel their manager does not know how to best contribute to the company.

Source: America's Workforce Survey, 2013

**CUSTOMERS**

Can you help me?

Seriously?! They just don't get it.

Is anybody home?

