

strategic leader

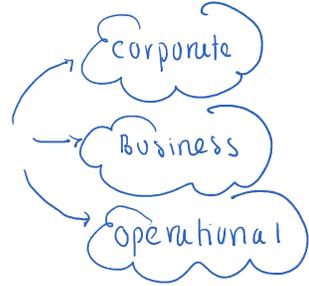


strategy.



culture *

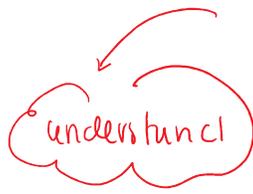
the way we do things here



future direction

competitive.

short-term.



cultural *
web.



1. stories.
2. rituals & routine.
3. symbols.
4. structure.
5. control system.
6. power.