

D.O.A.



DIVERSITY . OF . ACTION

HUTTON HENRY
(2-2-9-5)

CHIARA IACOBELLI
(4-5-4-7)

 Beyond

D.O.A. DEAD ON ARRIVAL



MEET GARY...

...TECH EXPERT.

Dear Gary,
THANKS for your
interest in our
company. We're sorry to inform
that your job application was
REJECTED.
Good luck with your reasearch.
The Tech Team.

intel

NEXT DAY, AT
GARY'S OFFICE.

NO ONE CAN
SEE HIS VALUE.

MIDNIGHT IN NYC...

tech

NYC

ANNEKE,
FINTECH
CO-FOUNDER.

STRUST
STRUST

OSONY

EXPENSES

PRODUCTIVITY

ANNEKE'S
COMPETITORS
ARE STREETS AHEAD

FT ALERT

Mozbank
rated the US' #1
Challenger Bank

SHE HIRED
MORE STAFF,
YET PRODUCTIVITY
HAS
TANKED.



CYBER SECURITY

```
72c1076c6206c6974746c65 16d64207
e3100a16c20Data BreachE2c40652A0707
12202e6f6163686573204c697474cc 5205
BAT01Cyber Attack696a1 406FA6420
6E01392C23 106564207368 106B61C 376
6C792Protection 627 C6E20746852A
A261736B0142E204808100 3D010046369
F93010808B4FA017745C7A6 100B2C3D5
010046368AF9310808B4FA017745C7A
108B2C3FD55 F00F00AFFA33C08E00:2A5D
1A56AFE64 0746865F1D01 0207
C732C20736852756E0130 JAA206336 020
```

AI

THE AI DEPT. OF A TOP SINGAPORE CYBER BUSINESS...



LAURA ISN'T YOUR TYPICAL SOFTWARE DEVELOPER.

```
72c1076c6206c6974746c65
R3100A16C20Data BreachE
12202E6F6163686573204C6E
BAT01Cyber Attack696a1
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6C792Protection 627
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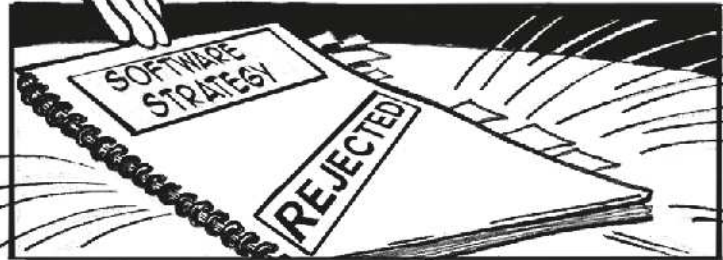
CYBER SECURITY

AI

SOFTWARE STRATEGY



UNFORTUNATELY, HER TEAMMATES FEEL THE SAME.



SHE WANTS TO BE ACCEPTED...

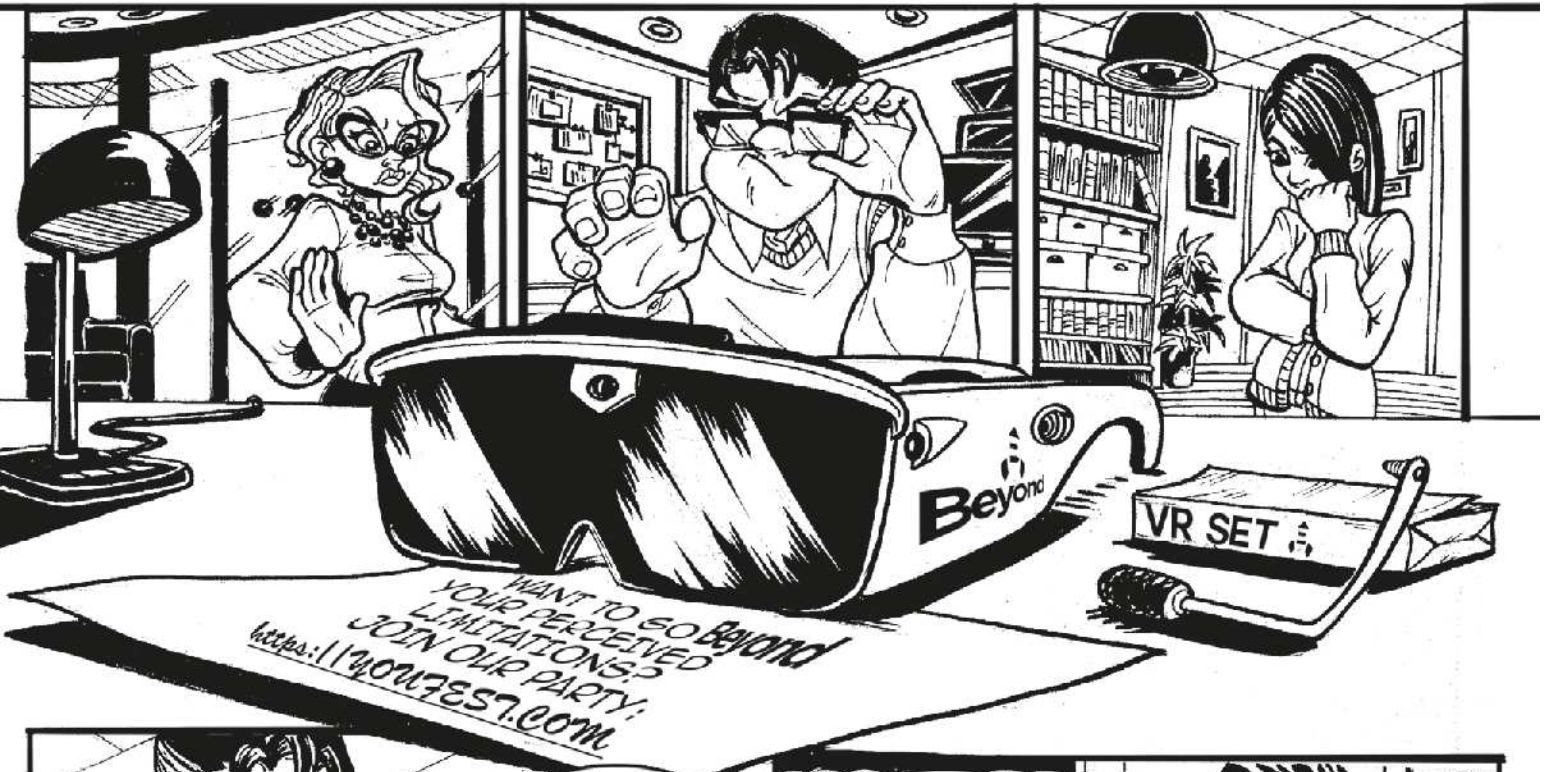
...BUT LAURA DOESN'T FIT IN.



WHAT'S SO BAD ABOUT BEING DIFFERENT?



C.T.A. CALL TO ADVENTURE



"WANT TO LIVE LIFE ON YOUR TERMS?"



THE VIRTUAL THRESHOLD

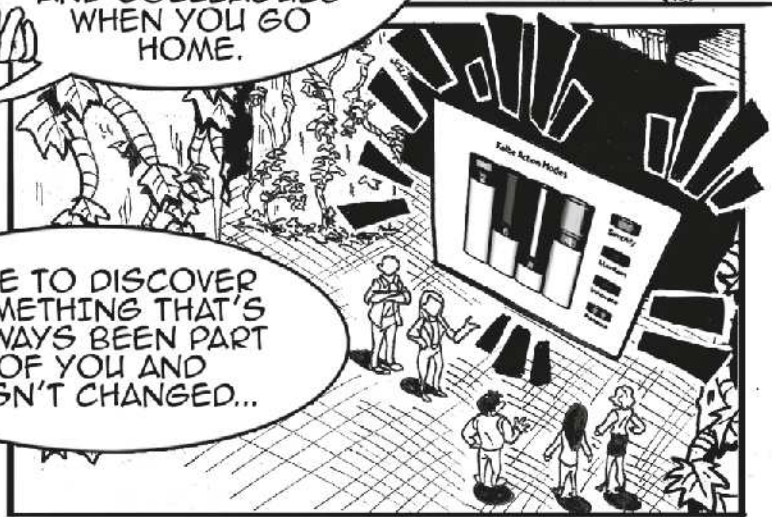


NOT SURPRISING TO SEE LAURA IS THE FIRST TO REACH OUT!

WE'RE GLAD YOU'RE HERE... MANY PEOPLE DON'T ACCEPT THE CHALLENGE!

WE ONLY ASK TWO THINGS - YOU KEEP AN OPEN MIND & YOU SHARE WHAT YOU LEARN HERE WITH YOUR FRIENDS AND COLLEAGUES WHEN YOU GO HOME.

TIME TO DISCOVER SOMETHING THAT'S ALWAYS BEEN PART OF YOU AND HASN'T CHANGED...



Kolbe A™ Index

...SINCE YOU WERE SIX YEARS OLD....

...HOW YOU NATURALLY ACT WHEN DEVELOPING SOMETHING CREATIVE OR WHEN YOU'RE UNDER STRESS.

YOUR CONATIVE POWERS.



THEIR "NUMBERS"...



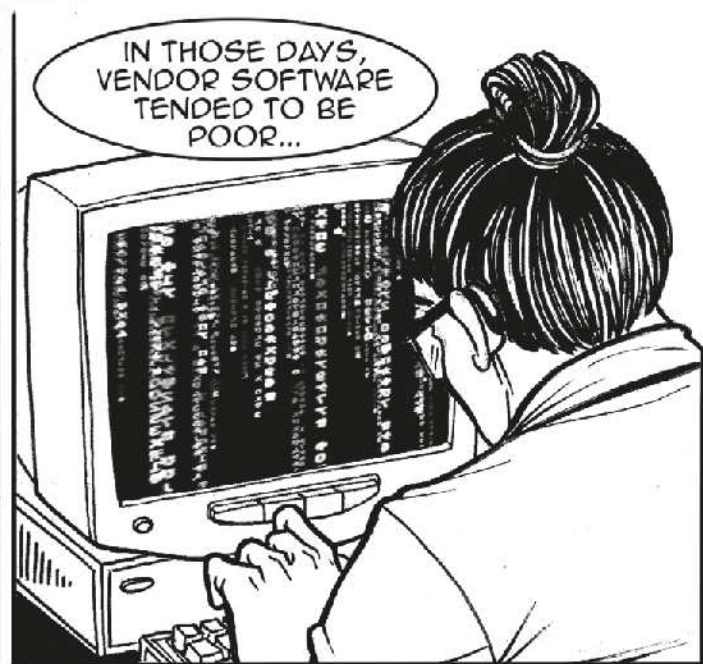
MEAN NOTHING TO OUR HEROES.



NOT YET...



WHY SO CYNICAL?



SO, YOU WERE PAID TO KEEP POOR SOFTWARE OUT OF THE BUSINESS.



AND FOR DOING SO, YOU WERE PAID HANDSOMELY AND PROMOTED FOR YEARS.



IN EFFECT, YOU HAVE BEEN REWARDED FOR BEING "CYNICAL".



BUT TODAY, BUSINESSES NEED COLLABORATIVE TECHNOLOGY STAFF.

THE CRITICAL SKILLS YOU HAVE MASTERED CAN BE SEEN AS NEGATIVE.



AND YOU'RE NOT ALONE.



THE INDUSTRY HAS BEEN REWARDING AND FOSTERING THIS "CYNICAL ANALYSIS" FOR YEARS.

Kube Action Modes

- Security
- Networking
- Hardware
- Reverse

THE PAST WRITTEN WORD

YOUR CONATIVE STRENGTHS ARE A FACT-FINDER FOLLOW-THROUGH.

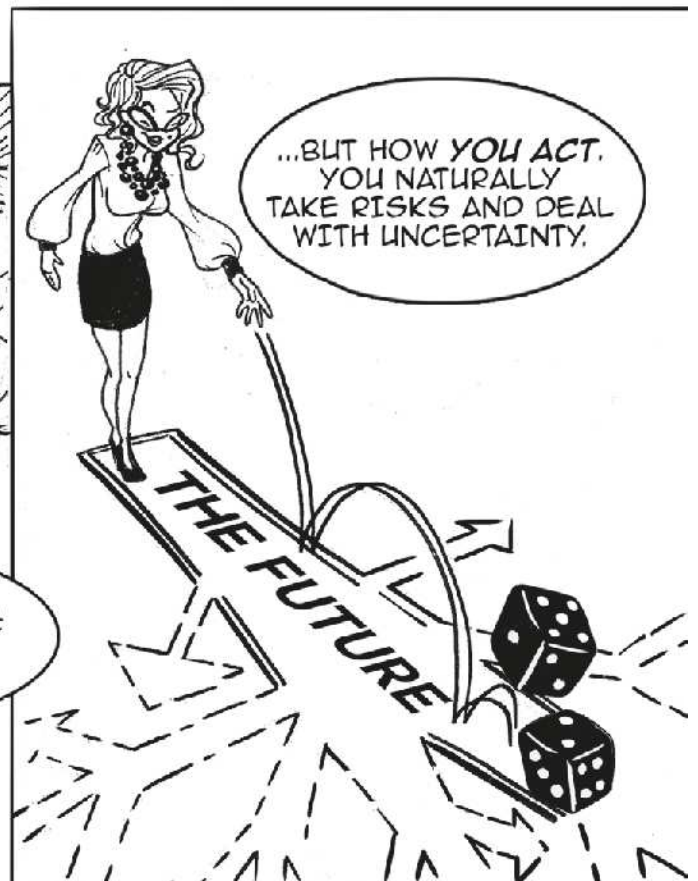
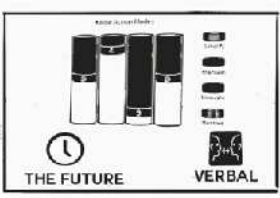
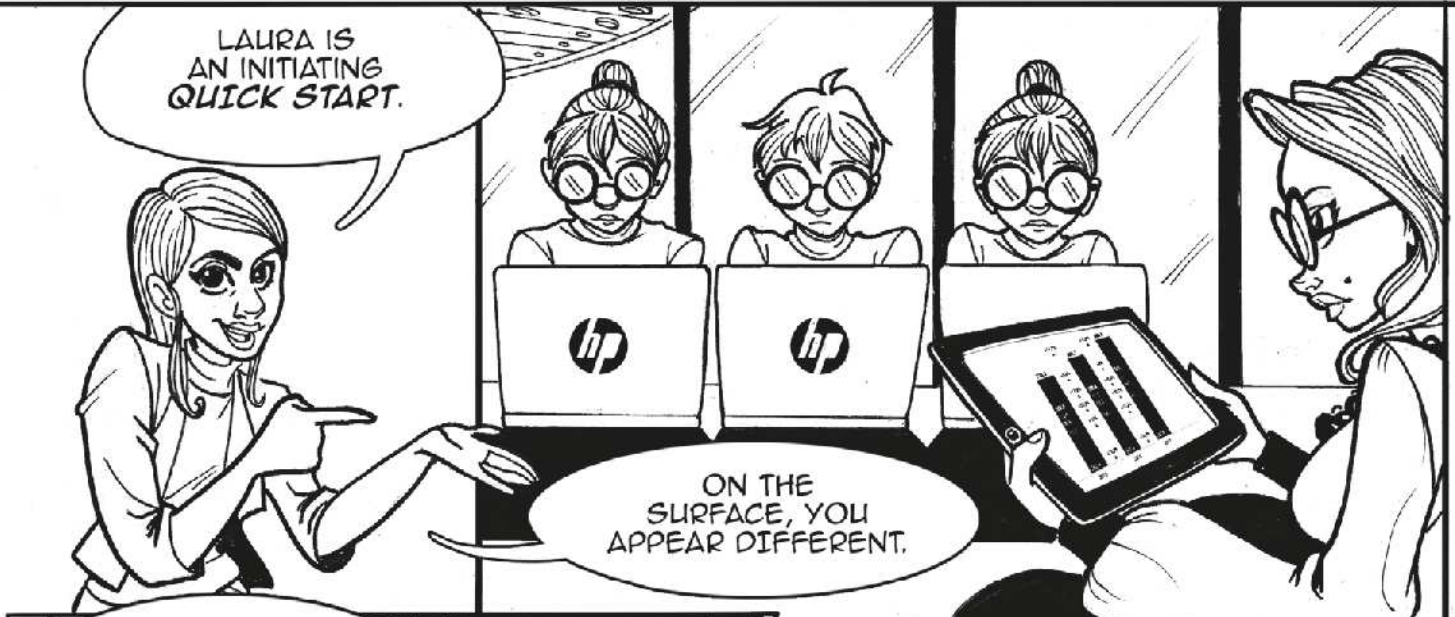
THE MOST COMMON NATURAL SKILLS WE SEE IN TECH TEAMS.

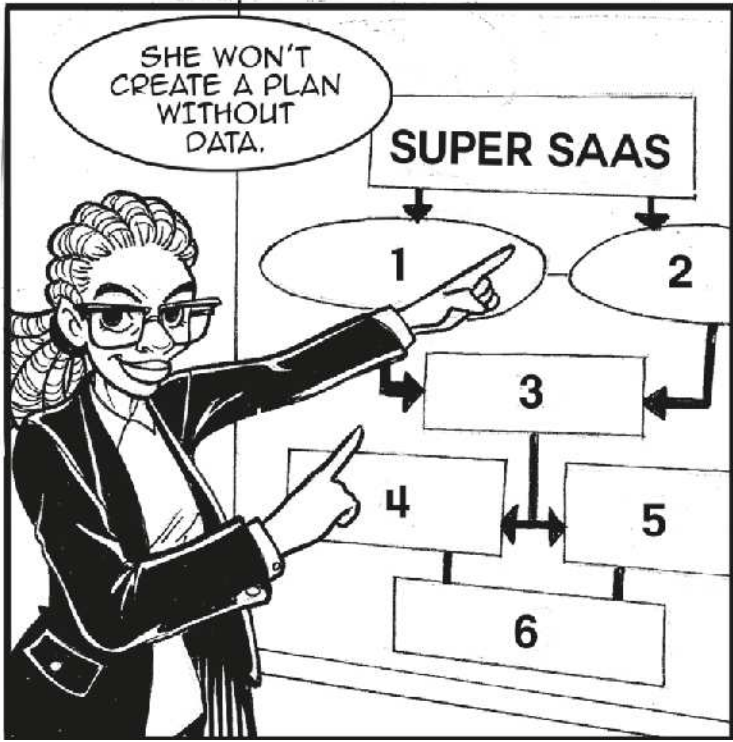
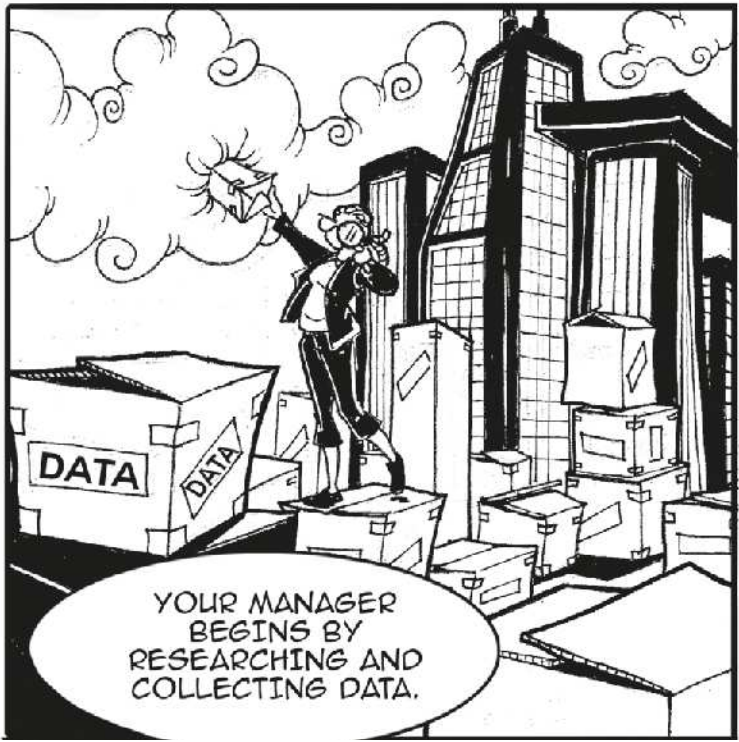
YOUR NATURAL SKILL IS TO GATHER DATA AND MAKE SYSTEMS.

BUT WE NEED TO ELIMINATE THIS.



THE ART OF CONFLICT





TO MOST, THAT
MAY SEEM THE
LOGICAL WAY...

INSTEAD, YOU
ANNOUNCE THE
PRODUCT **BEFORE** IT'S
BUILT.

JOY OF
CODING

THE NEW
SUPER SAAS
IS HERE!!!

WHAT IS IT?

F.A.Q.

LOGIC

TO PRE-SELL THE
PLATFORM AND SEE IF
THERE'S INTEREST.

YOU ARE
BOTH DOING
THE RIGHT
THING,
WHAT'S
NATURAL TO
YOU.

YOU NEED
AWARENESS
AND
UNDERSTANDING
OF EACH
OTHER.

SO THAT YOU
CAN USE
CREATIVE CONFLICT
TO DEVELOP THE
BEST IDEAS.

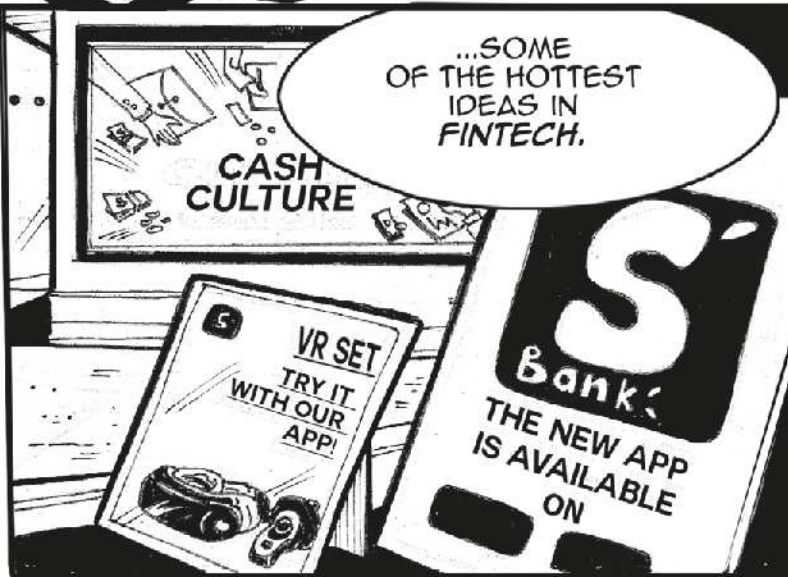
ATTACK OF THE CLONES



crunchbase

Q Search Crunchbase

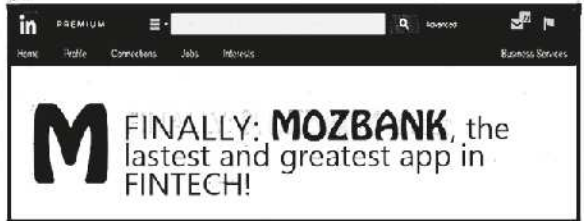
CONGRATULATIONS ON YOUR LATEST FUND RAISE!!!





THE BOARD IS CONCERNED.

YOUR COMPETITORS ANNOUNCE GAME-CHANGING FEATURES.



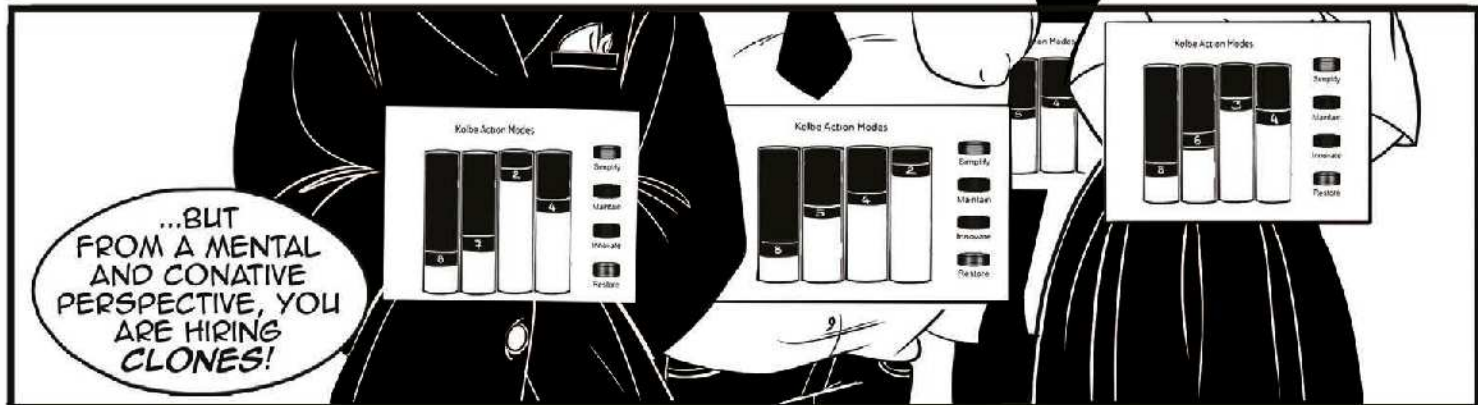
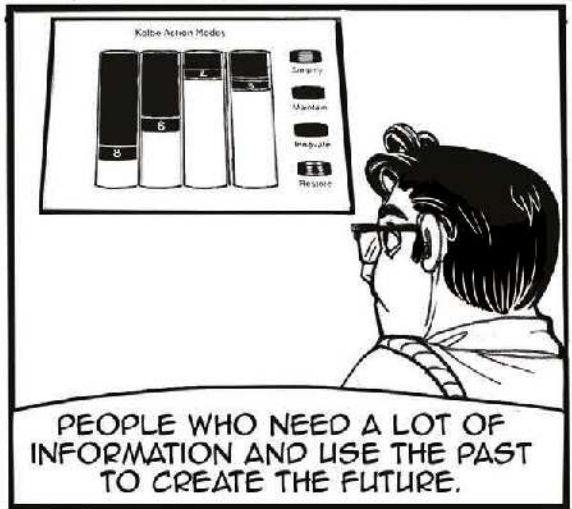
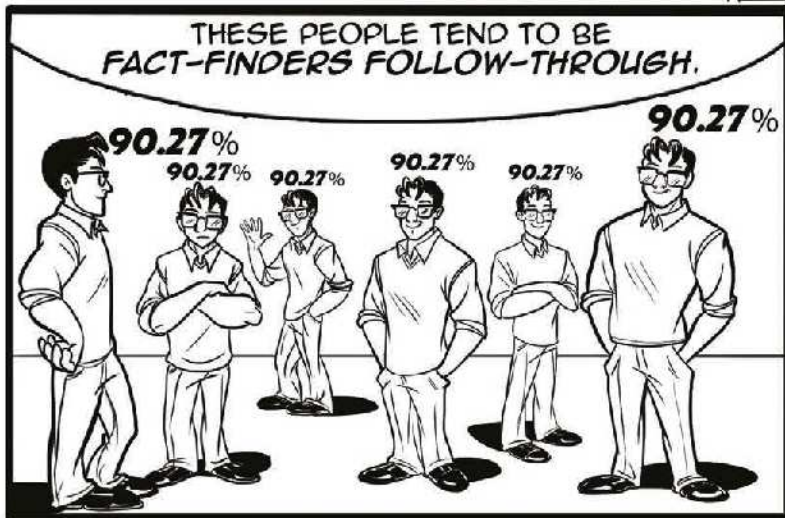
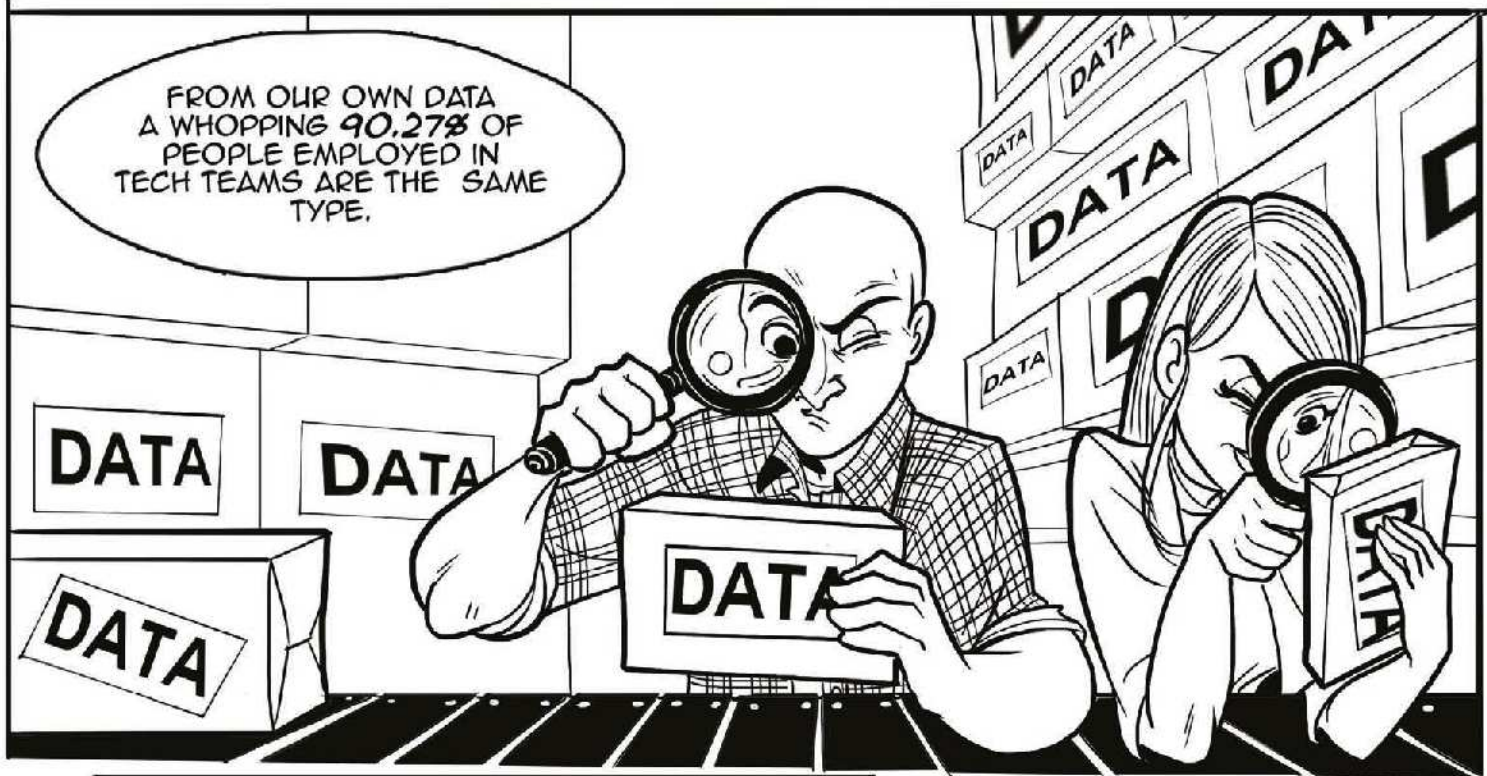
YOU HAVE YOUR EYE ON IQ AND EQ, AND HAVE BUILT D&I IN YOUR TEAM



...BUT IT'S NOT WORKING.



WHY IS THE COMPETITION DOING BETTER THAN YOU?





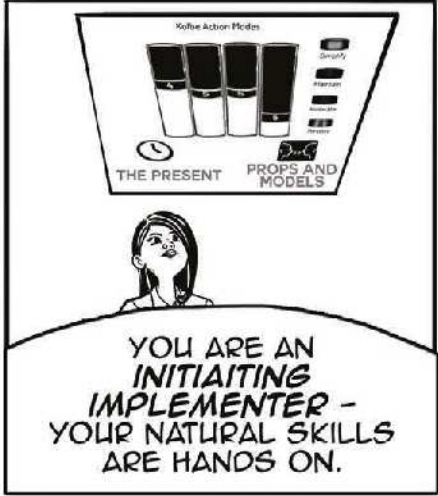
SO,
YOU NEED DIVERSITY OF
THOUGHT!
NOT JUST DIVERSITY OF AGE,
GENDER OR RACE



AND THINK BACK TO WHEN YOU
STARTED THIS BUSINESS...



NOWADAYS, IT'S
MANAGEMENT AND BOARD
MEETINGS.



YOU ARE AN
INITIATING
IMPLEMENTER -
YOUR NATURAL SKILLS
ARE HANDS ON.



THE ROLE YOU PLAY
TODAY DOES NOT SUIT
YOUR NATURAL SKILLS.



AND YOUR LACK
OF FULFILMENT HAS A
RIPPLE-DOWN EFFECT
ON YOUR TEAM.

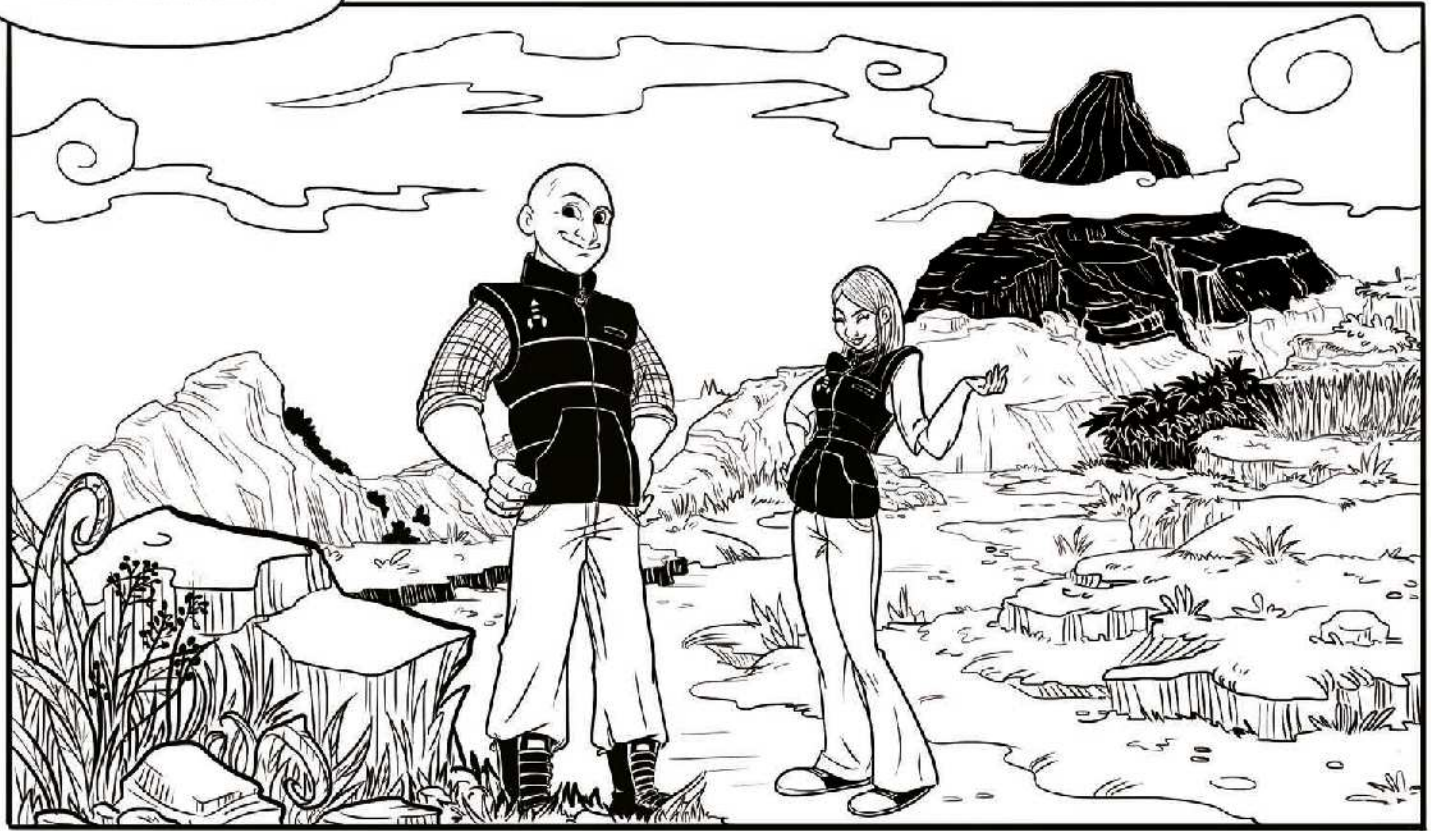
BACK TO REALITY

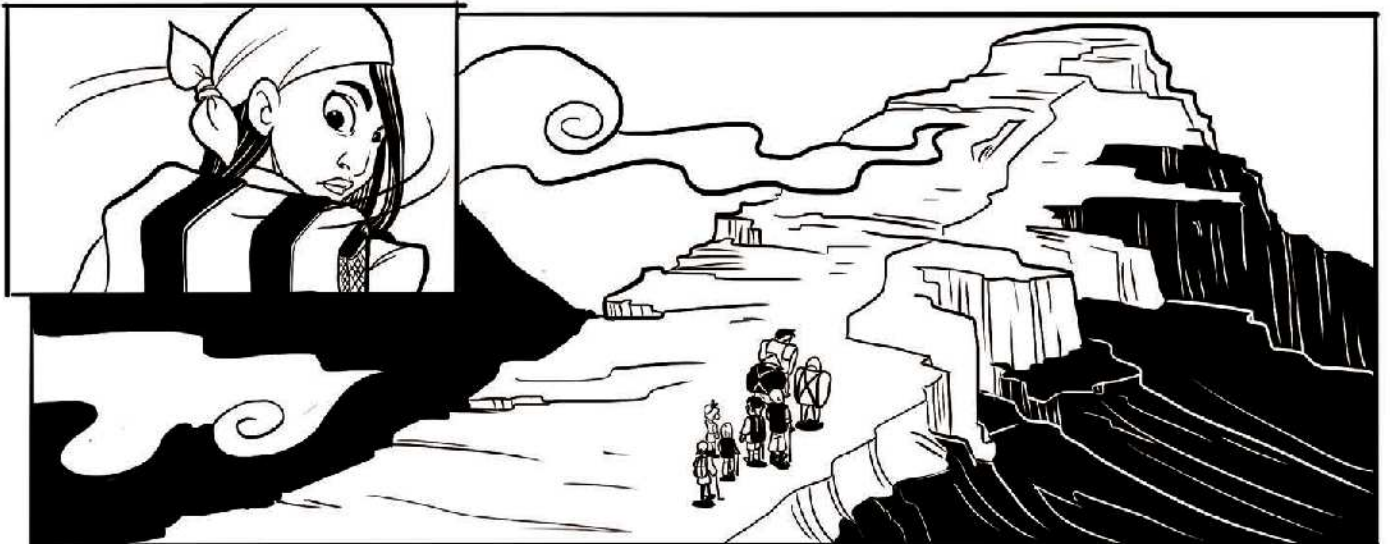


IT'S NOT THE DESTINATION...

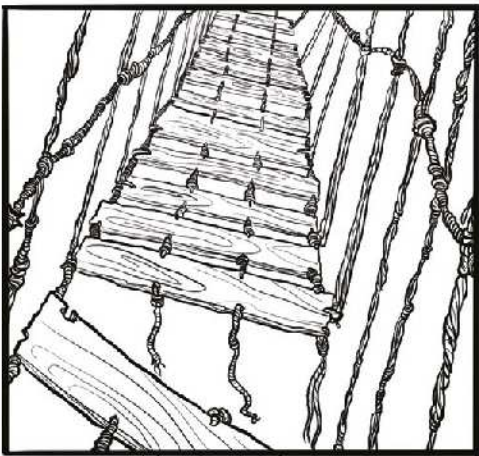
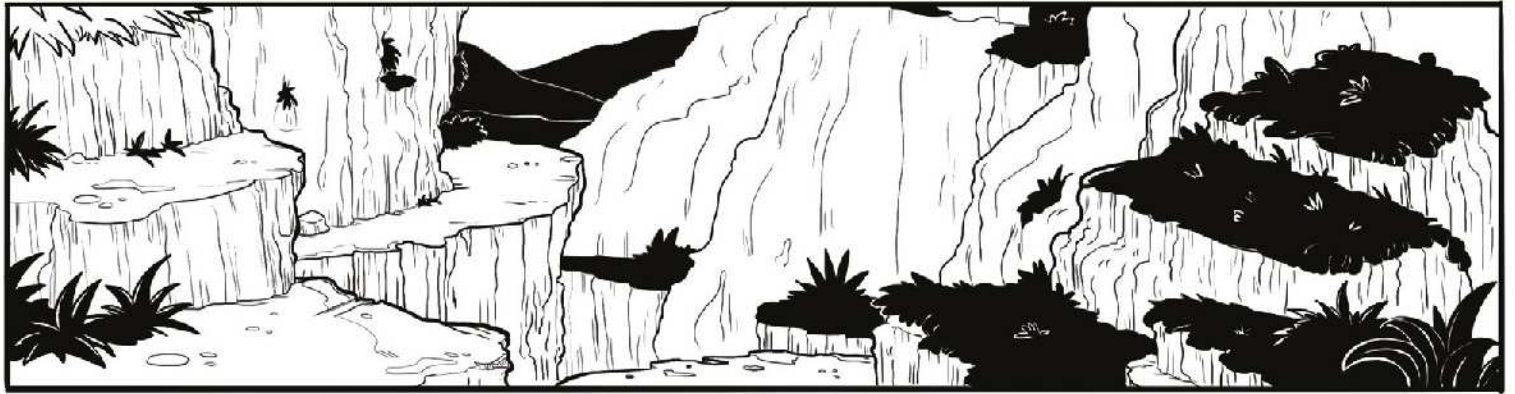


DAYS LATER...





D.O.A.-DIVERSITY OF ACTION



...LAURA TAKES THE LEAD BY BRAINSTORMING IDEAS...



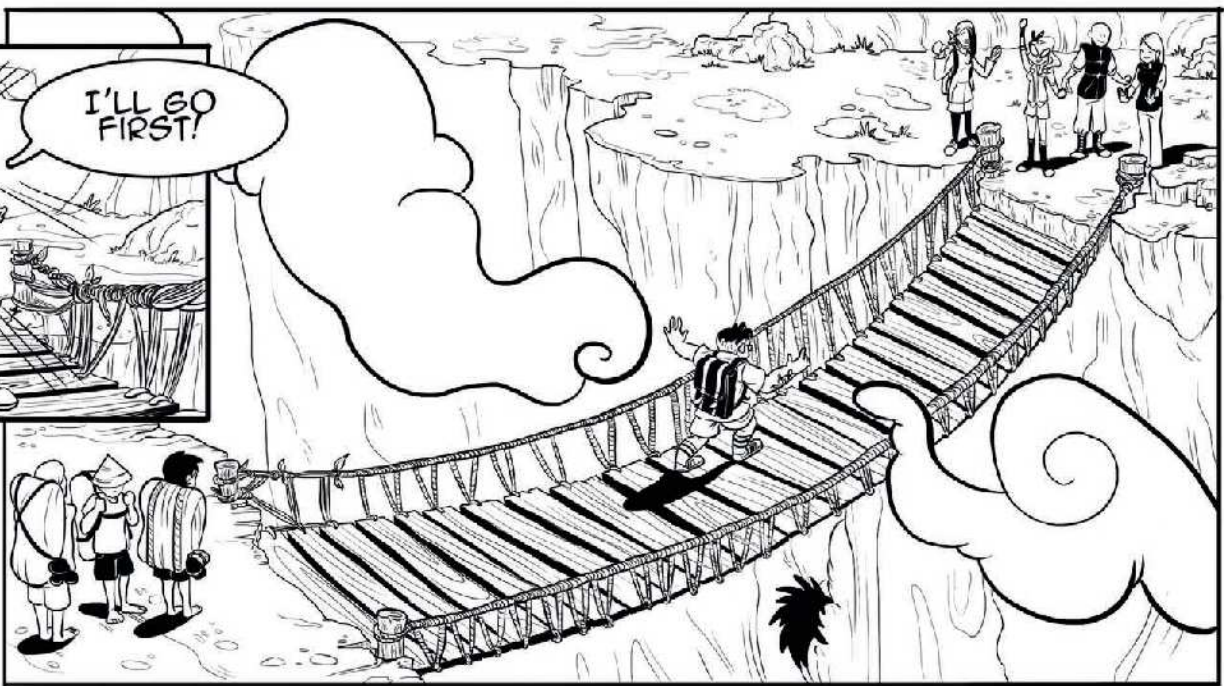
...GARY COLLECTS DATA AND WORKS OUT POTENTIAL FIXES...



...ANNEKE GETS HANDS ON...



I'LL GO FIRST!





YOUR CONATIVE STRENGTHS APPEAR WHEN UNDER STRESS OR DOING SOMETHING CREATIVE.

AND YOUR CONATIVE DIFFERENCES KICKED INTO PLAY.

CREATING A TEAM BASED ON YOUR NATURAL SKILLS.

NOT BASED ON AGE, GENDER OR RACE.

FOR EXAMPLE, LAURA'S QUICK START KICKED IN, SO SHE NATURALLY LED.

...AND NOT THE OLDER MAN - AS MANY WOULD ASSUME.

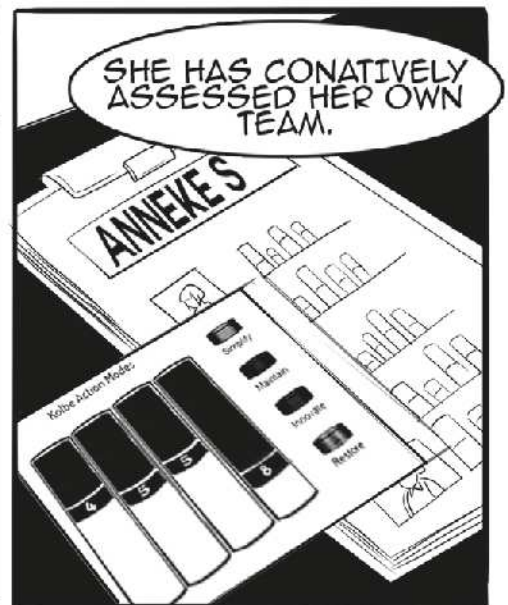
REALISATION



BACK HOME

LAURA GOT TO DEVELOP HER PRODUCT IDEA.





facebook

New #STRIBANK product!

in PREMIUM Advanced

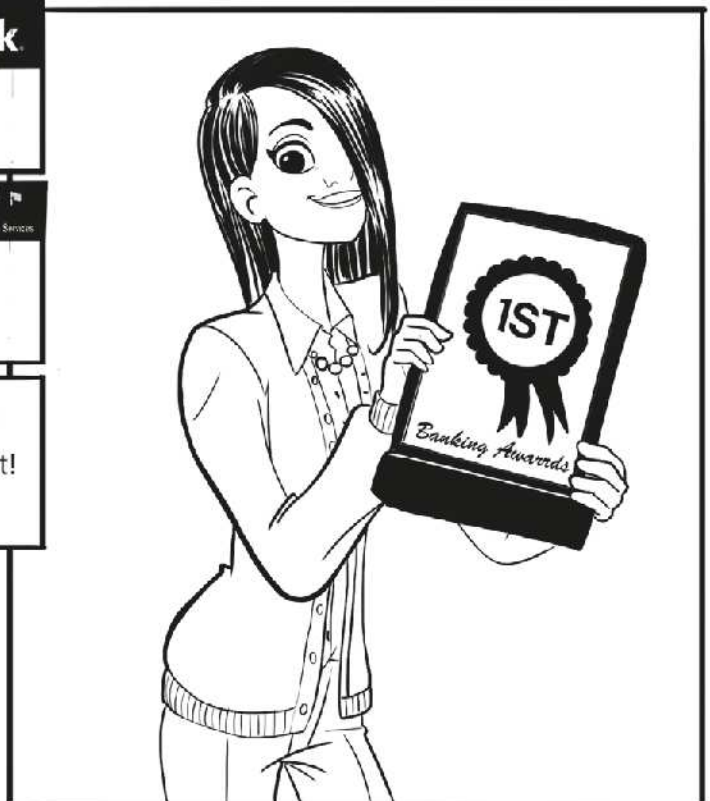
Home Profile Connections Jobs Interests Business Services

 Founder turns **STRIBANK** around!

Twitter @twitter Follow

STRIBANK voted best #Fintech product!

RETWEETS 110 LIKES 583





GARY IS NO MORE IN THE PERIPHERY.

HEY GARY!

HE KNOWS HE'S VALUED.



GARY SEES HIS COACH WEEKLY...

...AND HAS BEEN JOURNALLING TO EVALUATE HIS CYNISM.



A TIDY(ISH) APARTMENT, AND FRIENDS.

PUTTING PEOPLE FIRST

WE ARE BEYOND.
WE PUT PEOPLE FIRST, USING NEURO-
NATURE AND NURTURE, TO HELP UNITE
YOUR TEAM WITH A PURPOSE.



DISCOVER

UNCOVER YOUR TEAM'S NATURAL STRENGTHS, RUN TECHNOLOGY DISCOVERIES AND PERFORM I.T. DUE DILIGENCE FOR HIGHLY ACQUISITIVE AND PE FIRMS.



ENGAGE

TURN INDIVIDUAL STRENGTHS INTO HIGH-PERFORMING TEAMS. UTILISE TECHNOLOGY DISCOVERY TO MAKE OPERATIONAL AND GROWTH DECISIONS.



UNITE

BRING PEOPLE TOGETHER WITH PURPOSE AND DIRECTION. DELIVER MORE IMPACTFUL TECHNOLOGY SOLUTIONS AND BETTER POST-MERGER INTEGRATION.

WANT TO ASSESS YOUR TEAM? TRY THE **TEAM SCORECARD**
<https://beyond-ma.com/team-scorecard/>

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