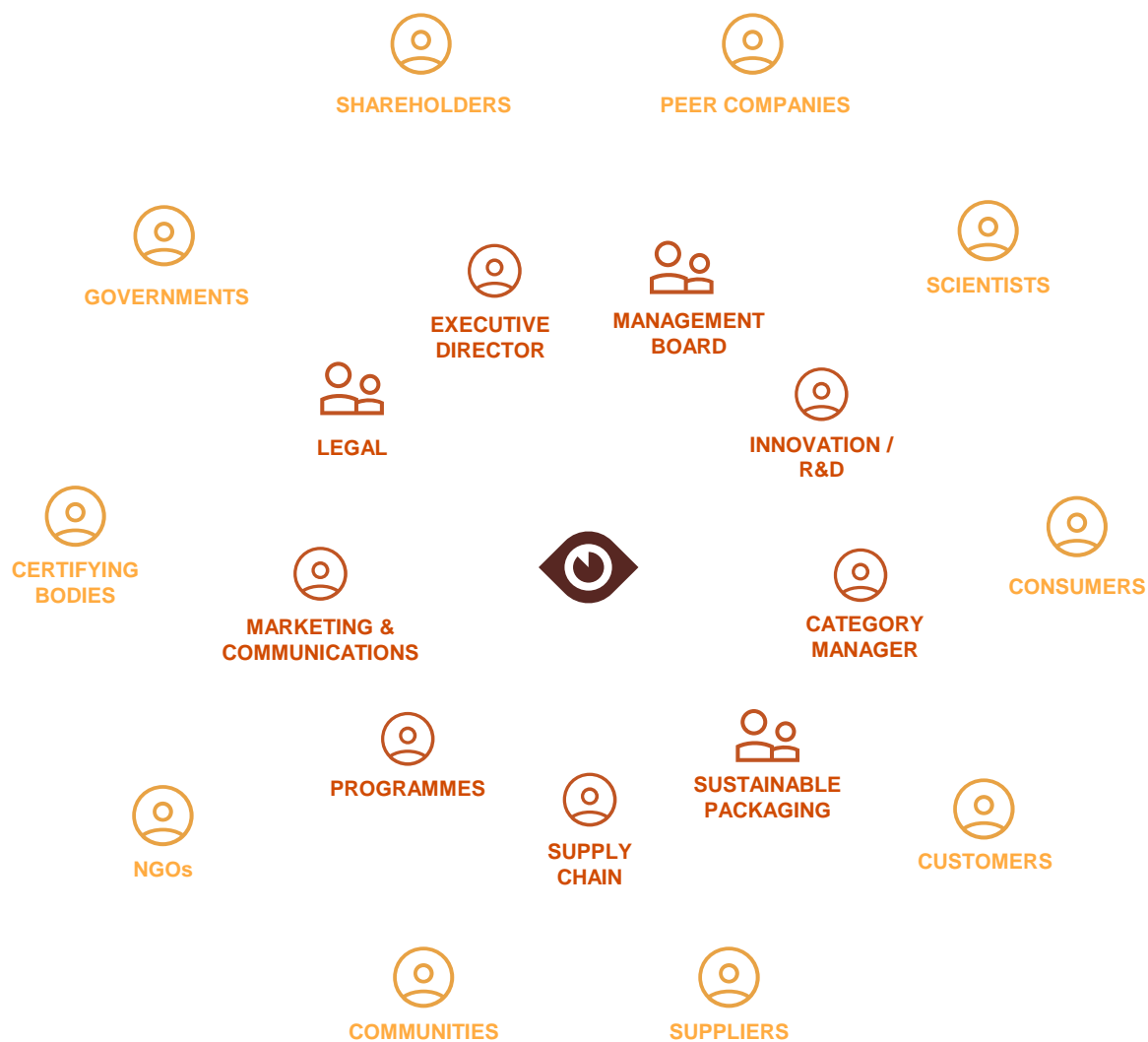


A photograph of an iceberg floating in the ocean. The visible tip of the iceberg is small and jagged, while the much larger, submerged portion is visible below the water line. The water is a deep blue, and the sky is a pale, overcast grey. The text "The Situation" is centered over the submerged part of the iceberg.

# The Situation

## FROM STRATEGY TO EXECUTION

Your organisation has a clear plastic strategy. We worked on a tool that helps to operationalise this strategy across the organisation.



NL

Personal Care

