

Why We Don't Get ROI

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Why We Don't Get ROI

MISDIAGNOSIS

- Bad Rx
- Lack of business acumen
- Jumping to Solutions
- Failure to understand the real business issue

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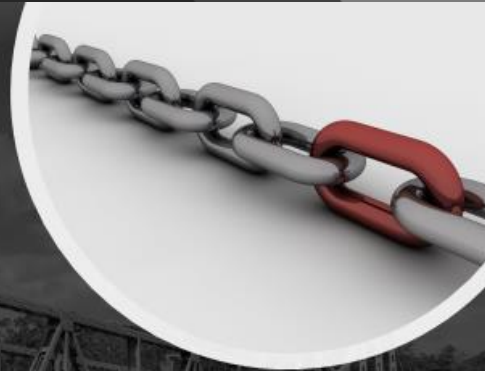


Why We Don't Get ROI

MISLINKING

- Cognitive Bias – attribution, optimism, groupthink, confirmation
- Logical Bias – this leads to that
- Assumptions – Failure to name and test
- Perfectionism – High perfectionism and low tolerance for error

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Why We Don't Get ROI

MISLEVERAGE

- Maximize the numerator
- Minimize the denominator
- Ratios are inverse or 1:1
- Mispositioning the fulcrum

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