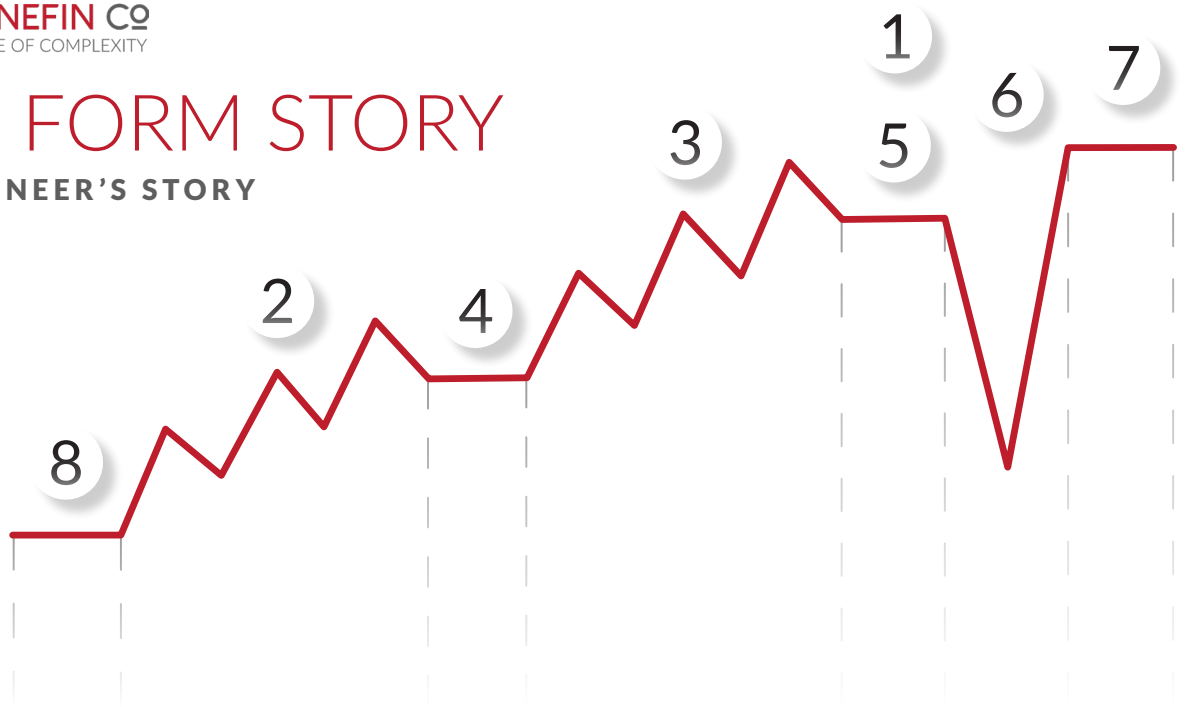




THE CYNEFIN CO
MAKING SENSE OF COMPLEXITY

FABLE FORM STORY

WATER ENGINEER'S STORY



1 MESSAGE

2 CONTEXT THREE

3 ACTION THREE

4 TURNING POINT

6 REVERSAL

7 RESOLUTION

5 CATCHPHRASE

8 SET CONTEXT