



This is a satellite photo of London. It's an accurate reflection of the real world. However, if you want to get from Heathrow Airport to Leicester Square, the photo isn't terribly useful. Zooming in for greater detail doesn't help much. Instead, you might find a map of the London Tube to be a more practical navigational tool.

The map is unrealistic. It's a gross simplification of reality. It's an abstraction. The map is a theoretical representation of London. Sometimes, though, there is nothing so practical as a good theory.

In our workshops and events, we ask you to work with several different business theories that we've found to be practical. By doing so, we think you'll see your world a little differently. That will help you ask productive questions of yourself and your peers a bit faster than might otherwise be the case. Good questions accelerate the formulation of good answers. Along the way, we think you'll develop greater clarity about what actions you might take to achieve your objectives.

So, when you find yourself thinking, "This is just theory," go one step further and ask yourself, "Might it be useful theory?"