

## Straightforward disciplines operate with extreme effectiveness.

Recipe for success in one 132-character Tweet:

***One strategic framework and five meta-disciplines drive enterprise health and value. The Goal: accelerate purposeful value creation.***

Vision21's Universal Strategic Framework™ (USF) exploits the insights of Dr. Eliyahu M. Goldratt, renowned author of "The Goal", to assure comprehensive, rigorous, robust, engaging, fully aligned, thoroughly validated and unambiguously communicated enterprise strategy.

Five meta-disciplines operate in a complementary manner across three horizons of growth: Core, Emerging and Promising. Two meta-disciplines stabilize and secure continuously improving core business capabilities. Three meta-disciplines operate to confer advantage on the evolving business system.

The specific nature of "purposeful value creation" depends upon the difference each enterprise wants to make in the world. Regardless, however, five meta-disciplines will enable any enterprise to outperform, when guided by the USF.

A Fortune 100 aerospace concern cooperated in the development of low-cost, PC-based software that capably administers the USF at enterprise scale.

Let us show you clear paths forward, with easy first steps, fast traction, assured success and exceptional returns on thoroughly manageable initiatives. To learn more, click on the link in the upper right.