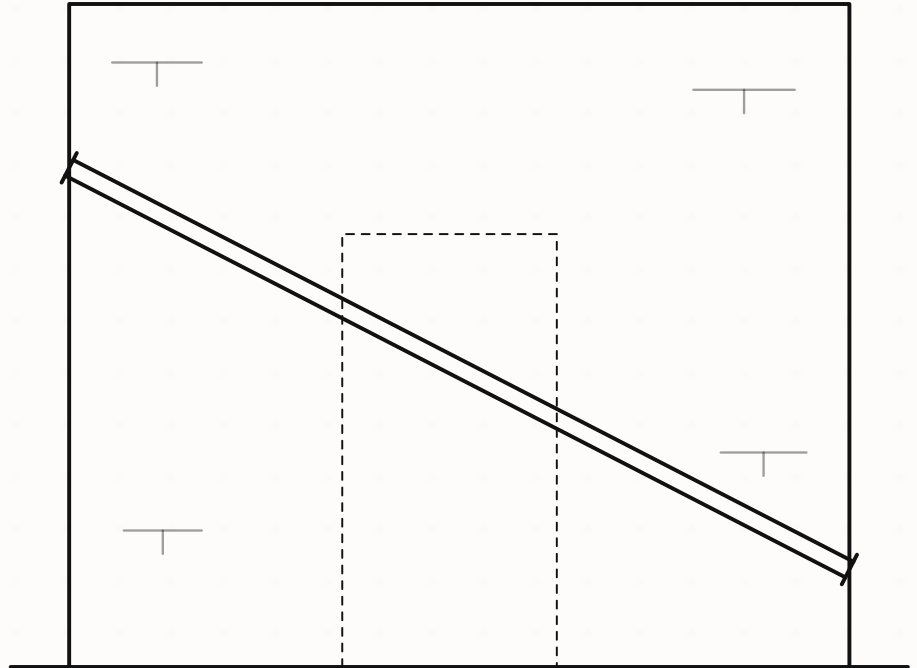
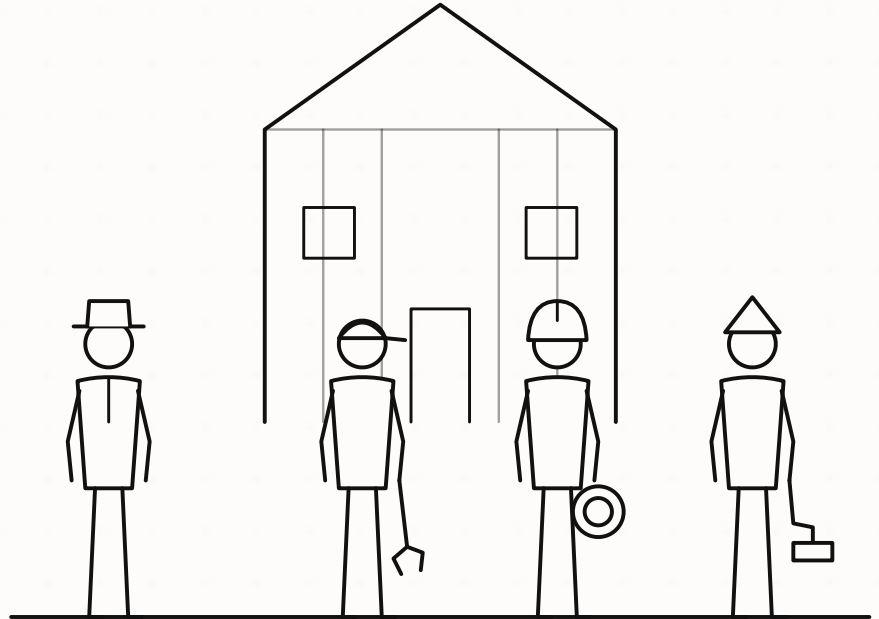


The pipe in the wall.

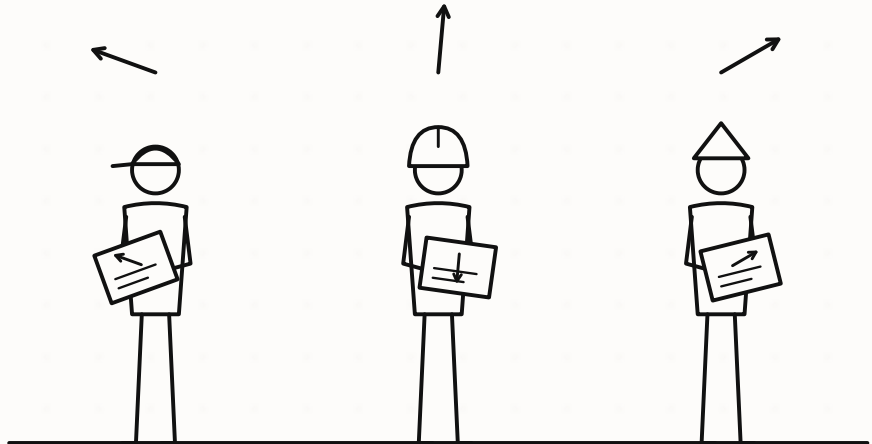
A story about plans and direction.



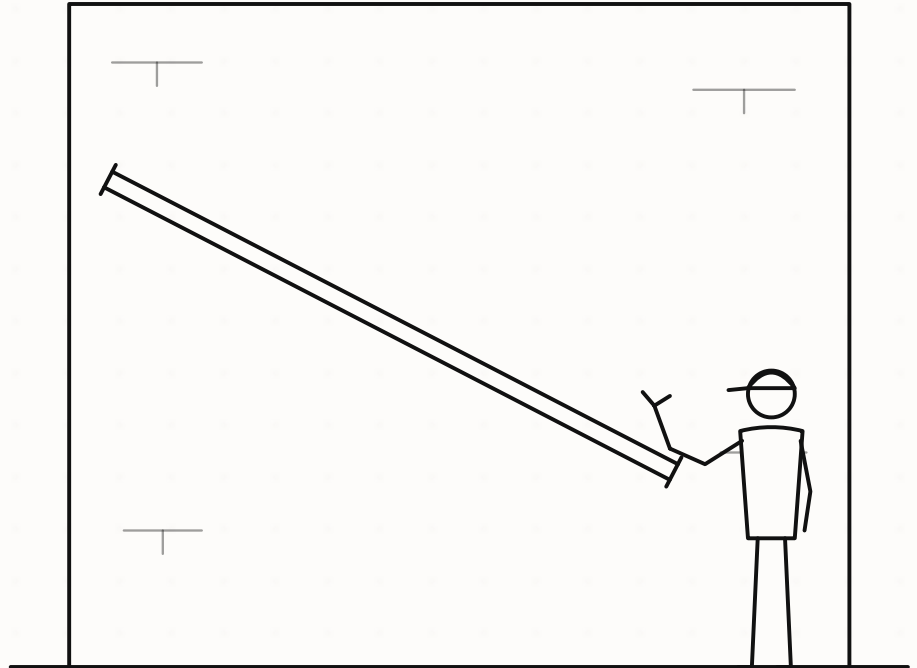
A client is building a house.
He has good people: a
plumber, an electrician,
a painter. Each knows
his trade.



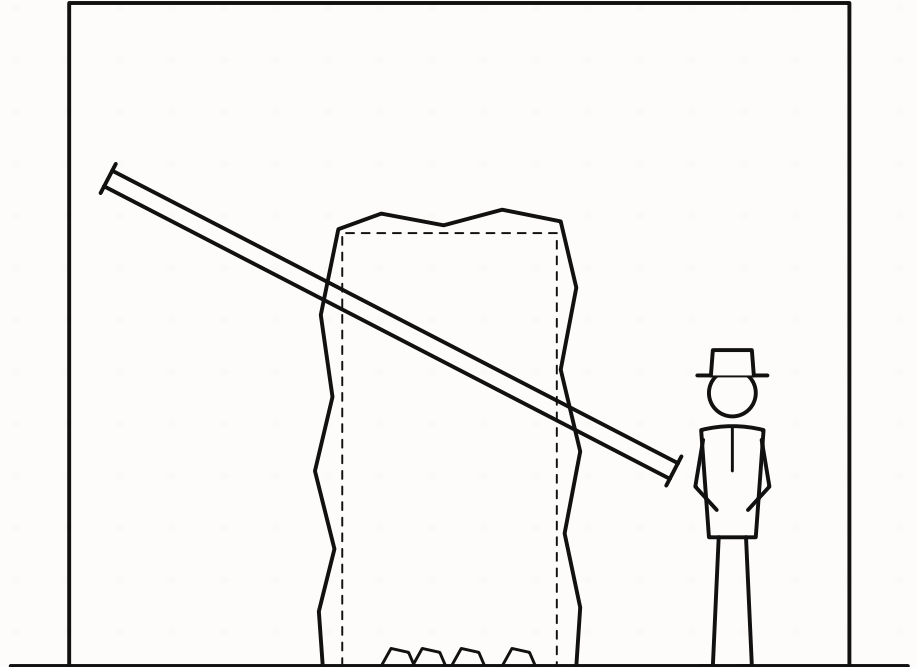
Each has a plan. The plumber knows where the water has to go. The electrician knows where the power has to go. Every plan is good.



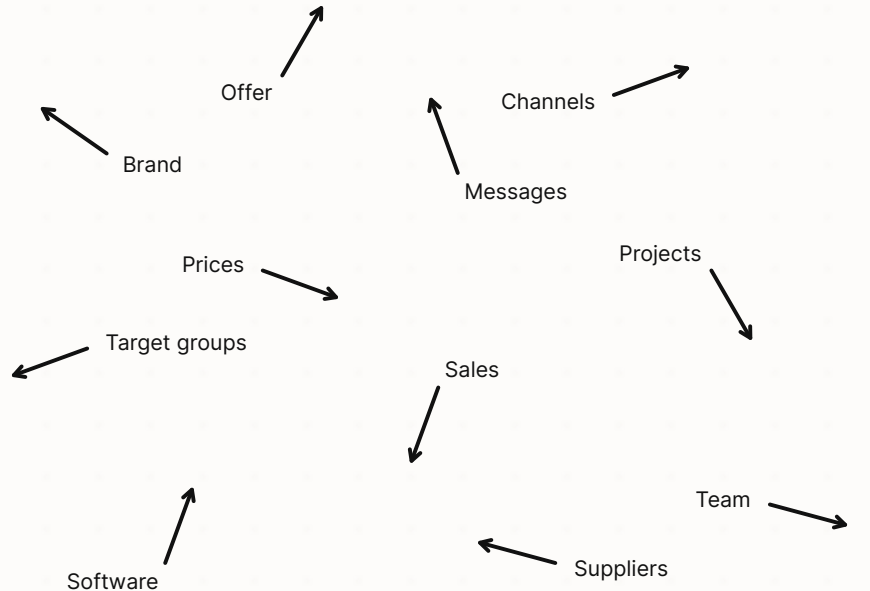
There is no architect. So the plumber lays the pipe where it seems sensible to him. Neatly done, in the wrong place.



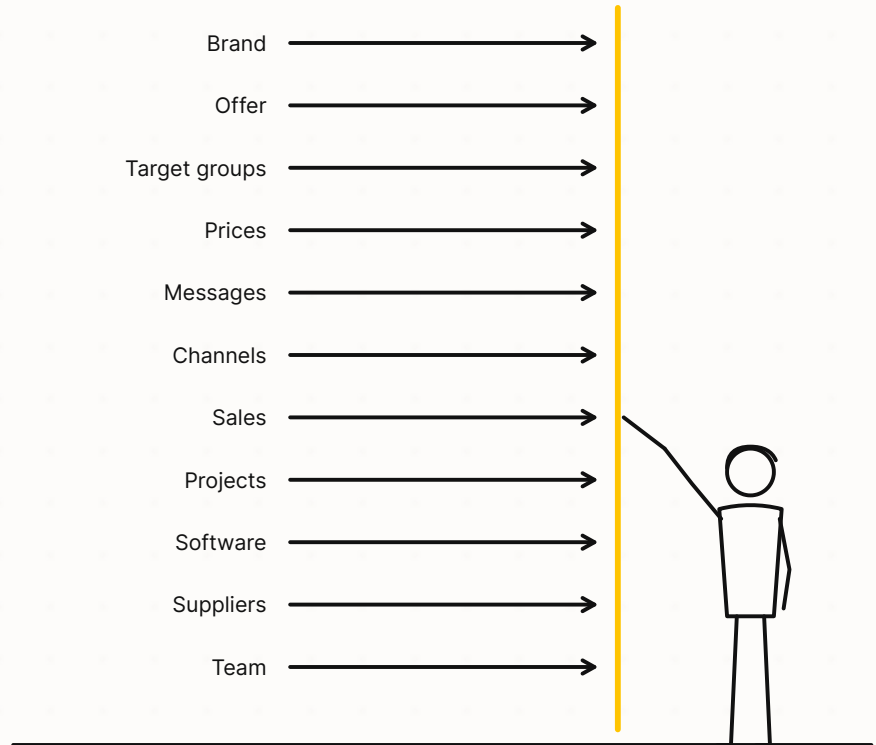
Three weeks later a door is meant to go there. The wall gets opened up again. That costs money. And the time doesn't come back.



It's the same in a business.
Marketing has a plan, sales
has one, the software has a
roadmap. Everyone works
neatly in their place. Nobody
says which plan applies
when they contradict
each other.



An architect sets what gets
built before anything is built.
Then he leads the build
so everyone builds in the
same direction.



**Everyone builds to their own plan.
If nobody holds the direction, the business loses
money, time and what it has built up over years.**

Direction



Dennis Hildebrand · Decision Architect

Let's find the decision that's due now. Fit call, twenty minutes.

dennishildebrand.de/en/