



*Achieving radical and sustainable improvement in top line performance*

## ***Notes from the Field: Business Strategy Insights from Shooting Photographs***



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As many of my clients and friends know, I am a passionate amateur photographer. And surprisingly, after shooting over 25,000 images a year, taking photographs and strategic planning have a lot in common. So I thought I would share my insights in this issue of our Bulletin. Enjoy! ....Harvey

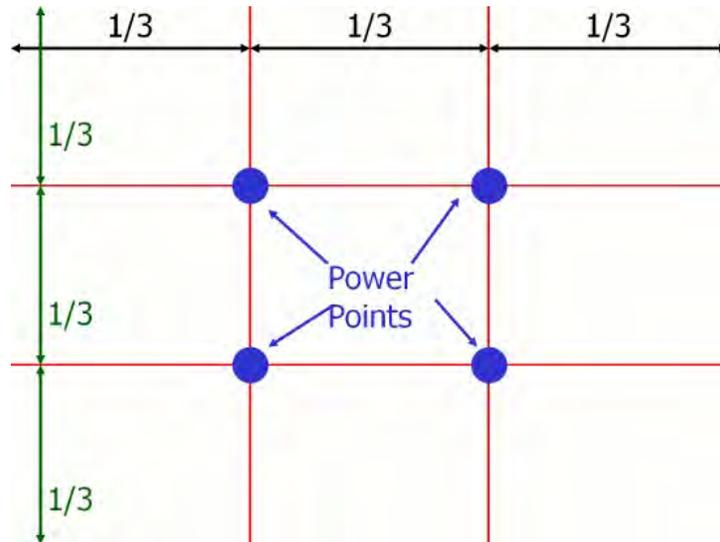
**The Magic Number 3:**

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"The photographic dark room is a thing of the past and so are business strategies that fail to keep up with advances in technology."  
...KappaEast

The **Rule of Thirds** is a "rule of thumb" or guideline which applies to the process of composing a photograph (or a painting for that matter). Simply divide the image into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines. Important compositional elements should be placed along these lines or their intersections. Aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject.



A picture that is composed according to this rule is typically more interesting and draws the viewer into the image with greater interest and appeal. It brings focus to life. Rule of thumb: if you can hold a viewers attention for more than a  $\blacklozenge$  second, it is a good image.



"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know



In business, **Triage** is the equivalent to the Rule of Thirds in photography and provides a similar way to attract attention to the most important elements on any business plan's to-do-list.

neither the enemy nor yourself, you will succumb in every battle."  
...Sun Tzu

Triage (which derives from the French language) literally means to sort into threes, is the process of prioritizing patient treatment when resources are insufficient for all to be treated immediately.



Business or corporate triage can also apply to different types of business process or workflow situations. Triage refers to the practice of dividing incoming work or customer/competitive issues into 3 different levels of priority so that the highest-priority issues are handled first (the musts), while lower-priority issues are stationed lower on the to-do-list (versus should versus could).

"Great photos are like great strategies, if the strategy is too complicated no one will get the picture."  
...KappaEast



*Photography is all about focus, the right subject at the right moment in time. Business success is also about focus and having the discipline not to be distracted from the most important topic/subjects leading to mission success.*

#### **Think Ahead:**

When I think about where and when I want to shoot, understanding the environment and my surroundings are critical to preparing me for the situation and the

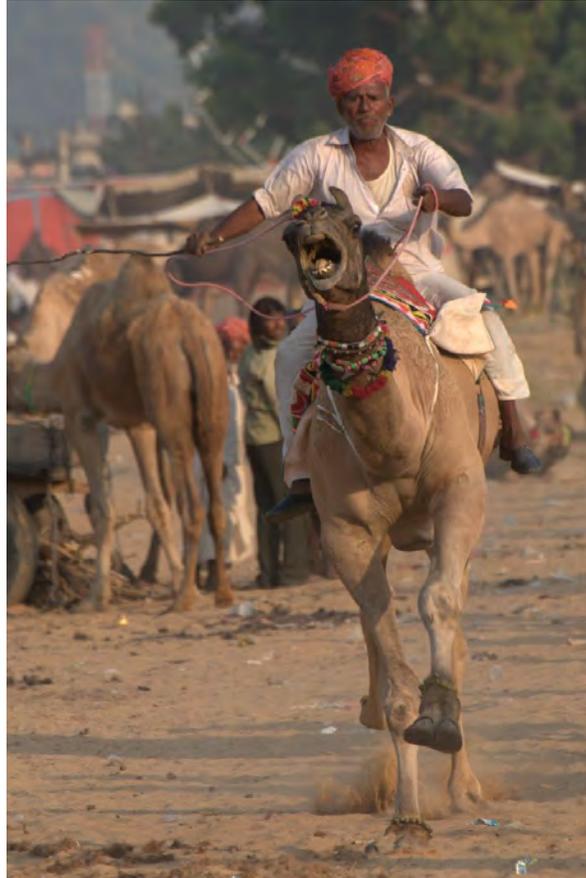


"Photography is the way of recording forever the things our eyes see for only a moment."  
...Arnold Gassan



"Like a good photo, if your strategy isn't good enough you are probably not close enough to the subject at hand."  
...KappaEast

unexpected. For example, in travel photography, how close can I get to the subject (Will I be in a confined or restricted area)? Will the locals be offended if I stick a camera in their face (be very careful in third world countries)? What time of day will I be on location (sunrise and sunset hot air balloon rides offer long shadows for the best lighting). How hot, cold, wet or dry will it be (blowing winds create a lot of lens dust). If there is going to be a lot of fast moving action, (shooting a charging camel rider does not offer much time to change lenses, trust me)?



Knowing the environment helps me better prepare and bring the right camera(s), lense(s), batteries, chips, charging devices and bags. And of course, back-up. What happens if your camera breaks, is lost or stolen and you are in the middle of nowhere? Fortunately, most of us have a smart phone for use in the event the primary tools fail. The classic Boy Scout motto rules the day, "be prepared."

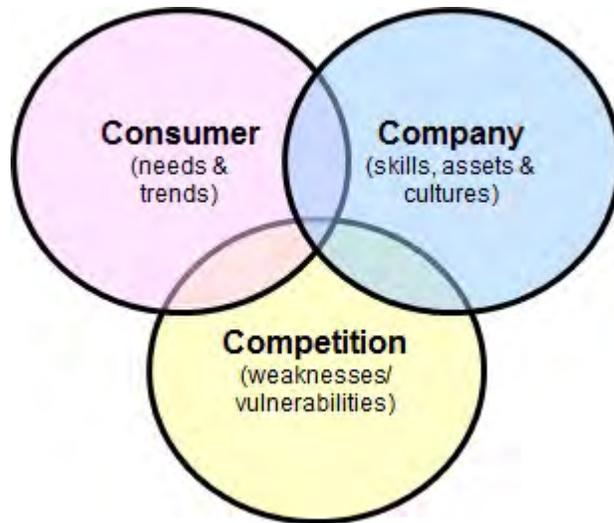
### Plan Ahead:

In business, knowing your environment is mandatory to building a successful strategy/plan. The simplest way to express this is through the use of the 3C's

business model, developed by Kenichi Ohmae, a business and corporate strategist.

The 3C's model points out that a strategist should focus on three key factors for success. In the construction of a business strategy, three main environmental elements must be taken into account:

1. The Corporation
2. The Customer
3. The Competitor



Only by integrating these three C's in a strategic triangle, can a sustained competitive advantage exist.

With a command of the 3C's, the strategist can make the best use of any opportunity to achieve competitive advantage, assuming the company has the right tools (products, services, staff, skills, IT etc.) and people that are trained and skilled in how to use these tools. It is like having a high end digital single lens reflect (DSLR) camera without a manual or a training class. A very impressive piece of expensive gear sitting in camera bag as the market of shooting opportunities passes you by.

### So What?

Let's agree that while some of these simple rules of thumb can be "bent" in photography and business once in a while, they must be respected. The beauty about photography ... it is like business, you're always waiting for that "decisive moment" to win the day and do it better than the competition or anyone else, and the rest of the time is just wait and wait, business as usual. And when the opportunity finally

comes, you have only one shot. So be prepared for that moment. Remember, there are no lucky shots, especially in business because luck is defined when preparation meets opportunity.

If you have any questions or you'd like to share your picture taking experiences, please don't hesitate to reach out to us at 973-720-0020 or [kappainfo@kappaeast.com](mailto:kappainfo@kappaeast.com).

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