De praktijk is anders...
JUST DO IT.
Persoon ↔ Gedrag ↔ Omgeving
Goals
Stap 1: Bewustwording
Stap 2: Inventariseren
Stap 3: Meten
Stap 4: Analyseren
Stap 5: Oplossingen
Stap 6: Meten
Stap 7: Bewijzen
Balance of Work, formula

The invariable law of variation of Work

\[ y = \int \left( \frac{CMW}{ZW} + \frac{AW}{WfD} \right) + i + \text{interest} \]
ACTIVITY

RESULTS
Geloofwaardig
What you think is important.

What interests them.

What's relevant
DO IT
SEE WHAT HAPPENS
Success

what people think it looks like

Success

what it really looks like