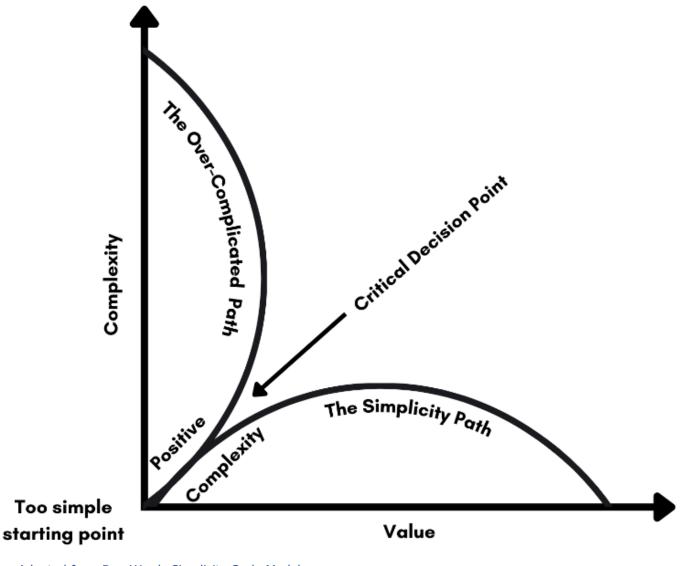Simplification is essential for optimization – process, solution, software, instructions – everything we do has some level of complexity. When it is simple – we level up the organization.

Adapted from Dan Wards Simplicity Cycle Model