

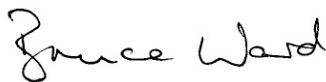
The Testing Guidelines

The seven testing guidelines are a really useful addition to the core of holistic management, which is the holistic goal.

Some of the guidelines are used to test an action for its financial soundness, some are testing for ecological soundness, and some are testing for social soundness. Together they build a picture about the validity of a decision you are thinking about enacting.

The guidelines are used on top of your conventional decision making – they do not replace conventional decision testing. You will still be thinking about a decision using the conventional, often subconscious processes we all use, considering things such as profitability, cash flow, legality, peer pressure (what will my mates think about this idea, which is always a big influence on people's thinking), and so on.

The guidelines are like a safety check. A double check that an idea really is a good idea from every aspect. They help to just make sure you are right.



Managing Director