

THE FULL YIELD

PROJECT PRODUCTIVITY SPREAD

1. **Brambles.** How might others put this project in jeopardy? How may you sabotage the project? What dangers should you compensate for?

2. **Fire.** Competition. Time to market; infrastructure/tech/manufacture/energy concerns; decisions to be made. Collaboration. Timing.

3. **Boulders.** What blind spots do you have? How are you holding back? How can you overcome things that block the way?

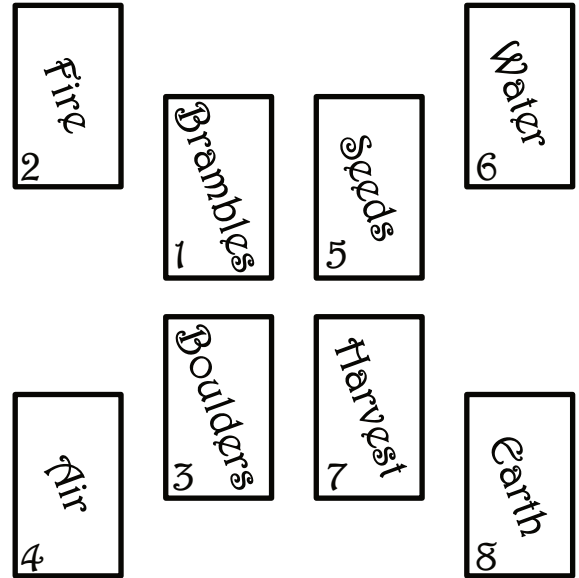
4. **Air.** Originality. Legal concerns; laws; military; marketshare; intelligence; secrecy; information.

5. **Seeds.** What possibilities can you take advantage of? What hidden potentials should you nurture? What opportunities can you create?

6. **Water.** Branding. Social factors; impression on customers and employees; emotional quotient; the long game; longevity; reviews and reception.

7. **Harvest.** What resources should you draw on to succeed? What will others take away from this project? What will work out well?

8. **Earth.** Profits. Financial success/failure, economic and financial factors; pricing; environmental impact; stability and growth; labor concerns.

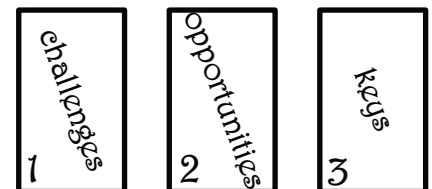


MID-YIELD 3-CARD SPREAD

1. **Challenges** - brambles and boulders. What challenges do I need to overcome?

2. **Opportunities** - seeds. What opportunities lay before me?

3. **Keys** to unlock the best outcome. Harvest. How may I adapt to get the greatest yield?



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