

**A company is already
an algorithm.**

The question is whether anyone
designed it deliberately.

People continuously observe:

What gets rewarded.

Who gets promoted.

What bad news gets punished.

Which stories travel.

Which KPIs matter.

What the CEO pays attention to.

Those signals become instructions.

They tell people:

What to optimize.

What to avoid.

What to escalate.

What to hide.

What is actually important.

**The strategy deck describes
the intended organization.**

**Feedback loops reveal
the real one.**

Behavior follows the second.

Want to understand how a company really operates?

Map what gets:

Amplified.

Suppressed.

Rewarded.

Escalated.

Acted upon.

That is the operating logic
people actually learn.

**Changing behavior requires
more than communicating
strategy.**

You have to change the system
that produces it.

That is organizational reasoning.