

**Employees don't just
hear strategy.**

They infer it.

Every day, people observe:

What gets attention.

What gets funded.

What gets questioned.

Who gets promoted.

What gets escalated.

What gets followed through.

**From those signals,
they infer:**

What matters most.

What can wait.

Where standards are highest.

Which risks are acceptable.

What deserves their attention.

**Strategy is not only
communicated.**

It is continuously inferred.

Repeated leadership behaviour
gradually reveals the organization's
real priorities.

Small signals compound.

A metric reviewed every week.

A customer complaint personally pursued.

A decision consistently delegated.

A risk repeatedly tolerated.

A topic continually deferred.

Each teaches the organization something.

**People learn strategy
from patterns.**

**Leaders create those patterns
continuously.**