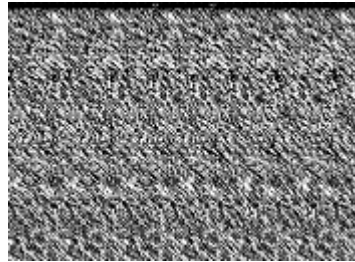


...what is going on around you isn't reality..... Richard Bach

A year before I founded Pentacle, for a period of about six months I was totally obsessed by those amazing three dimensional 'Magic Eye' pictures. I'm sure you remember them. They are the ones which you stare at for a while, and then, all of a sudden, if you are really lucky, they suck you in. All of a sudden there is a three dimensional image where nothing existed a split second before. If it's happened to you you'll remember catching your breath, the adrenaline rush at the unexpected and that WOW! feeling, the **first time**. You probably smiled. And then all of a sudden it was gone! It was flat again. You probably said to a friend, "Can you see it? It's really clear." And then, "Come on, can't you see it? You must be able to. It's so clear." But your companion just shook their head and said something like, "No I can't see it. Are you making it up? You could just be saying you can see it. I bet you can't really see anything." Then dejected, they'd finally comment, "I can't see the point of these things anyway."



It happened to me something like that. My first experience was seeing the Invisible Man emerge, hat, sunglasses and all, in his lab, from a flat sheet in a shop window in Hammersmith, London. Unfortunately at the time I had no one to talk to so instead I bought the picture and took it home. It currently hangs in the Virtual Business School, Beaconsfield UK.

I was obsessed by this set of questions:

- ◆ If there is really a three dimensional image, why can't I see it all the time?
- ◆ What does it mean if I can see it, feel it and almost touch it and no one else can? Is it really there?



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- ◆ How can my reality be so different from other peoples, given the same data?
- ◆ Do I really know what I am capable of seeing? What else am I missing?
- ◆ What if I could see that the business world around us worked to new, different rules but others couldn't even see that there was a difference in our real world of today and the world for which our organisations, business models, governments and behaviours were designed?

That last question was the one that got me hooked. I became determined to 'go on a quest' to first discover and then invent all that was needed to survive and thrive in this parallel but real 'new' world.

Was this really something worth spending years of my life on?

- ◆ What if I found a way to tell others about what I can see and what if some of them could see both realities? And on seeing them went beyond the flat sheet and redefined their own lives and the nature of their organisations?
- ◆ What if some others couldn't see the new image and insisted that there was nothing there but a flat sheet and that life was and would always be nothing more than a flat sheet?

Pentacle's 'New World' Approach is the total of my discoveries so far. I think, perhaps arrogantly, that it makes almost all business and organisational heritage obsolete. I have tried to make it as 'joined-up' as I can. It will help you understand why budget's don't work, innovation is just a catch-phrase, projects routinely fail to deliver, strategies never come to fruition, people work against each other when they should be working together and a host of things you see, notice and recognise but have never understood why.

On my quest I have travelled with many good companions, Susan Ross, Andy Burnett, Christophe Gillet, John Baldock, Clients who have had the courage and wisdom to gain from what we were learning and many many others. I wish you the very best on your own journey to reality.

Eddie Obeng.

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