
Ten Analytical Lenses





20/20

**sees objectively and
clearly**

Source: Research Office, others with access to data facts



concave

sees the general picture

Source: Board of Trustees, CEO, Executives



convex

sees relevant details

Source: Everyone



telephoto

sees distant future

Source: Planners



bifocal

**sees details in context
of impact**

Source: Everyone



rose-colored glasses

sees possibilities

Source: Optimists



sunglasses

**sees with
pessimistically**

Source: Pessimists



rearview mirror

**sees mission and core
values**

Source: Senior employees



contact

**considers social
interactions**

Source: Everyone

wide-angle

**sees broader
perspective**

Source: Leader's team