

The Aji Source[®]

Fundamental Strategy

Part #1: Constitute *satisfactory* Life,
Financial and Business
Ambitions

Part #2: Learn *superior* Philosophies of
Care and Competition

Part #3: Accumulate
“IR#4 Strategic Knowledge”

Part #4: Practice Ethics of Power

Part #5: Design and execute a *steady
stream of fresh, new* Offers,
Practices, Narratives and
Strategies (OPNS)

•° The Strategy’s “Tactical Pivot”