

7 levels of thinking correspond to 7 levels of action

Level 1 is *effectiveness* — doing the right things

Level 2 is *efficiency* – doing things right

Level 3 is *improving* — doing the right things better

Level 4 is *cutting* — doing away with things

Level 5 is *copying* — doing things other people are doing

Level 6 is *different* — doing things no one else is doing

Level 7 is *impossible* — doing things that cannot be done

- Rolf Smith, as reported by Anna Muoio, *Fast Company*, January-February 2000