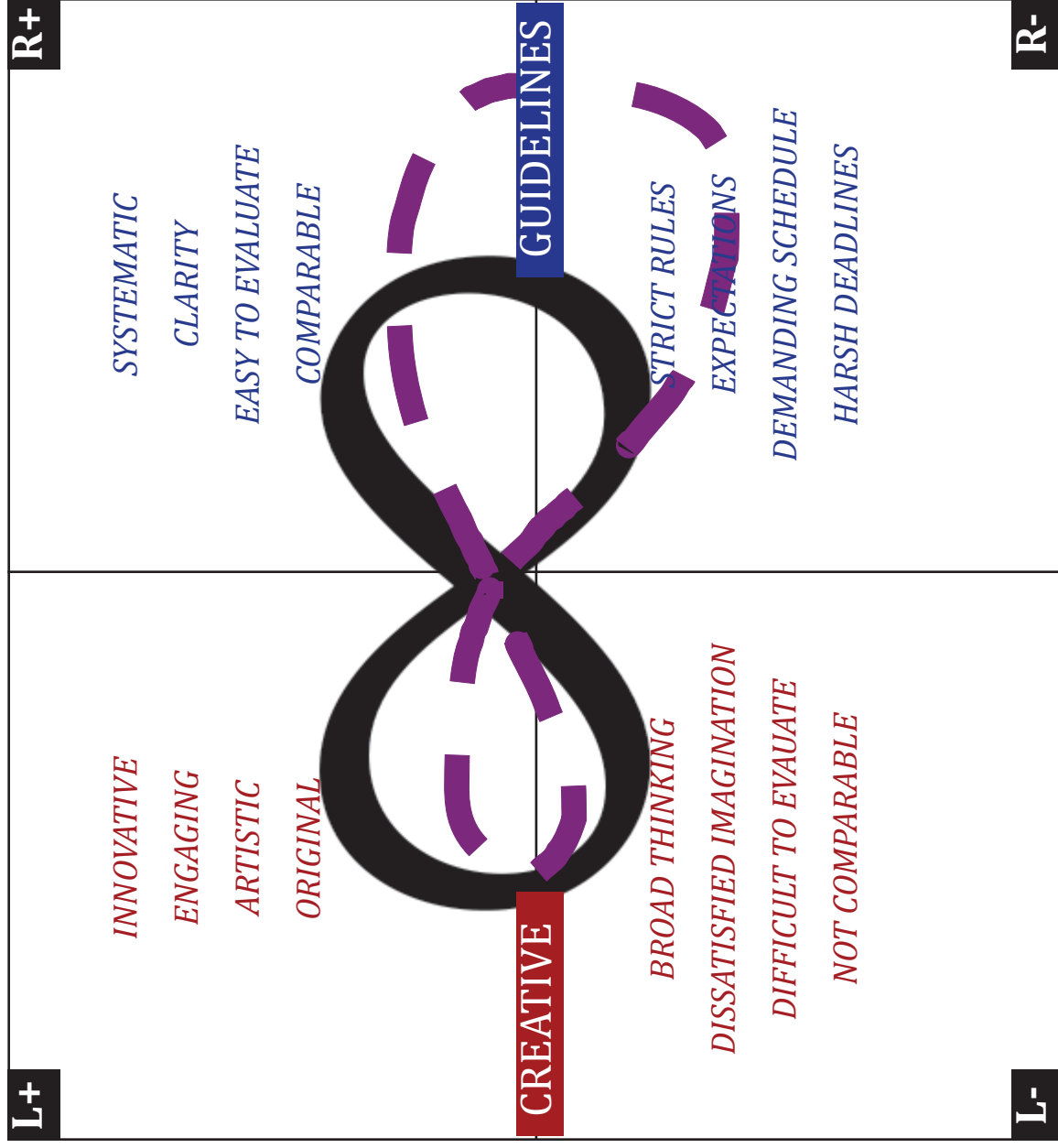


## POLARITY MANAGEMENT

As a marketing coordinator in the construction industry it is important to be creative, innovative, engaging and original. However, a demanding schedule, deadlines, strict guidelines and high expectations seemingly limit the ability to fulfill these needs. This clash of opposites can jeopardize the system as a whole. The figure below analyzes this system issue by using Polarity Management.



CURRENTLY = 

GOAL = 