



## THE BEAST OF NUMBERS

Numbers, facts and figures. They seem to be the perfect banister in any spreadsheet.

Let's benchmark away.

"Last year's net profits are down by 0.87 percent but we expect to make a full recovery on the earnings before income tax by next quarter."

Sounds impressive doesn't it? Unfortunately it's not really.

Numbers are often climbers on a lifeline. Test pilots on a parachute. Puppies on a leash.

They are safe like a cherry stone pillow but have a bad tendency to smother curiosity.

Numbers were not the start of Google, Apple, Honda or 3M.

Ideas were.

So let's never deny the possibility of going out there and doing something new simply because it feels right. And not just because it looks right on a balance sheet.