

HERE IS AN **ICEBERG**: IT REPRESENTS YOUR
CURRENT CAMPAIGN OR PROJECT.

THIS IS ALL THAT PEOPLE SEE AS THE RESULTS OF YOUR

ACTIONS

THIS IS THE WATER LINE _____

THE 9/10THS OF THE ICEBERG BELOW THE WATER LINE
REPRESENTS THE EFFORT YOU HAVE TO PUT IN TO

EVALUATION AND RESEARCH!

TO ACHIEVE THE RESULT ABOVE THE WATER LINE!

