



Myria Consulting

AN INTEGRATED APPROACH TO MANAGEMENT

The Myria Management Model

Think deeper. Organize intelligently. Improve continuously.

A practical, integrated approach to strengthening organizational clarity, alignment, and continuous improvement.

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THINKING, STRUCTURE, AND CULTURE WORKING TOGETHER

The Myria Management Model helps organizations pursue their full potential by bringing together how they understand their markets and customers, make decisions, organize resources, deliver value, and continuously improve.

Its purpose is to strengthen the organization as a whole by enabling its different parts to work together and reinforce one another. This integration supports greater effectiveness, adaptability, and the capacity to perform, improve, and evolve over time.

Three Integrated Components

Three mutually reinforcing capabilities that strengthen organizational clarity, alignment, and continuous improvement.

IN-DEPTH THINKING

Strengthens how organizations understand challenges, explore possibilities, and make informed decisions.

INTELLIGENT STRUCTURE

Aligns people, processes, technology, and communication to support organizational objectives and effective execution.

THINKING CULTURE

Develops collective thinking, learning, and collaboration to make continuous improvement part of everyday work.



Strengthening the capacity to pursue organizational potential.

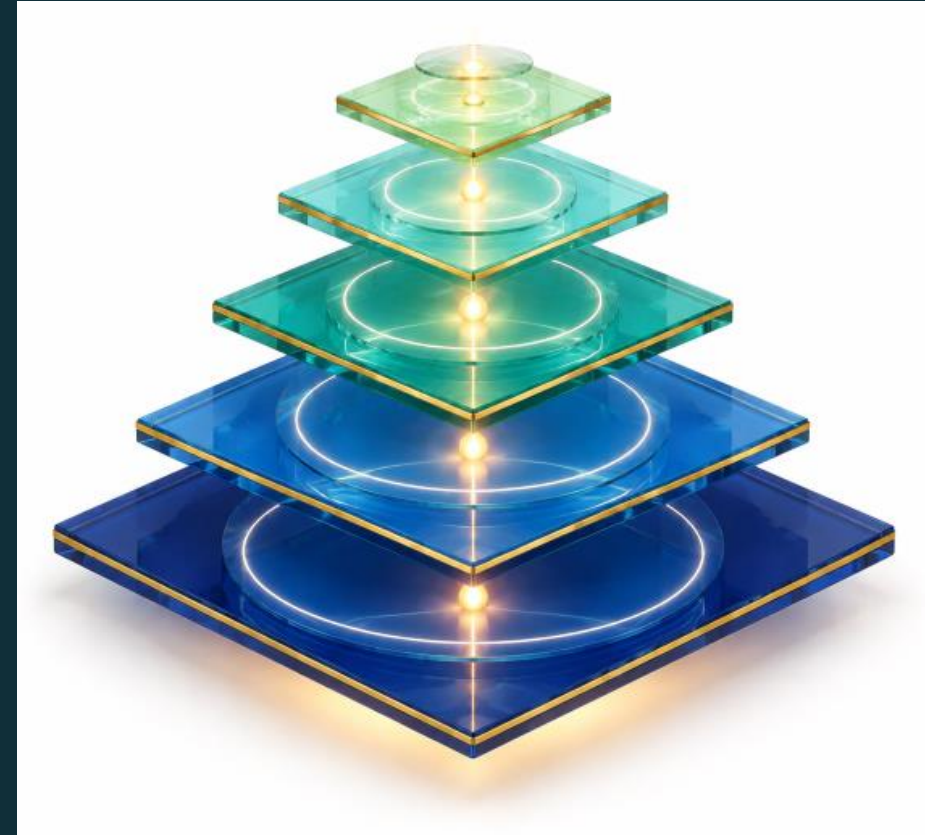
In-Depth Thinking

Deeper understanding, clearer direction, and better-informed decisions.

DEEPER THINKING, CLEARER DIRECTION

In-Depth Thinking strengthens how organizations examine challenges, understand their environment, and explore opportunities. Through research, observation, and critical examination, it helps reveal underlying issues, challenge assumptions, and develop a clearer understanding of the factors influencing decisions.

This deeper understanding helps leaders clarify organizational ambitions, establish priorities, evaluate alternatives, and make informed decisions about how to move forward.



CLARITY

A clearer understanding of the organization's challenges, opportunities, priorities, and direction.

Understanding Markets and Creating Customer Value

Understand the market. Create more relevant value.

UNDERSTANDING

In-Depth Thinking strengthens an organization's understanding of its markets, customers, and changing business environment. Through research, observation, and critical examination, it helps uncover underlying needs, challenge assumptions, recognize emerging opportunities, and explore better ways to create customer value.

APPLICATION

This deeper understanding informs business decisions, market positioning, and the development of products and services that respond to customer needs. It helps organizations recognize changes in customer expectations, evaluate opportunities, and adapt their offerings as markets and technologies evolve.

MARKET UNDERSTANDING

CUSTOMER NEEDS

OPPORTUNITY EXPLORATION

VALUE CREATION

Customer Experience and Retention

Sustainable growth depends on attracting customers and earning their continued trust.

UNDERSTANDING CUSTOMER RELATIONSHIPS

Customer retention begins with understanding what customers value, how they experience an organization's products and services, and what influences their decision to stay. Through research, observation, feedback, and critical examination, In-Depth Thinking helps organizations uncover unmet needs, identify sources of dissatisfaction, and recognize opportunities to improve the customer experience.

FROM UNDERSTANDING TO BETTER EXPERIENCES

Deeper customer understanding helps organizations:

- Identify customer needs and expectations
- Recognize friction across the customer journey
- Improve service quality and consistency
- Strengthen trust, satisfaction, and loyalty
- Develop lasting customer relationships

UNDERSTAND CUSTOMERS

IMPROVE EXPERIENCES

STRENGTHEN RELATIONSHIPS

Planning and Resource Alignment

Translating organizational priorities into coordinated action and effective use of resources.

CONNECTING PRIORITIES, CAPABILITIES, AND EXECUTION

PLANNING FOR EXECUTION

Effective planning translates organizational objectives into clear priorities, coordinated activities, and defined responsibilities. It helps teams anticipate dependencies, assess constraints, and establish the measures needed to guide execution while remaining responsive to changing conditions.

ALIGNING RESOURCES

Resource alignment connects people, time, technology, and investments with organizational priorities. By considering available capabilities, competing demands, and changing requirements, organizations can make informed allocation decisions and maintain the flexibility needed to adapt.

CLEAR PRIORITIES

COORDINATED ACTION

ALIGNED RESOURCES

Intelligent Structure

Deeper understanding, clearer direction, and better-informed decisions.

STRUCTURE FOLLOWS STRATEGY

Organizational design begins with a clear understanding of what the organization aims to achieve. Building on In-Depth Thinking and planning, its people, processes, technology, and communication are organized and aligned to support those objectives, enabling different functions to work together effectively.

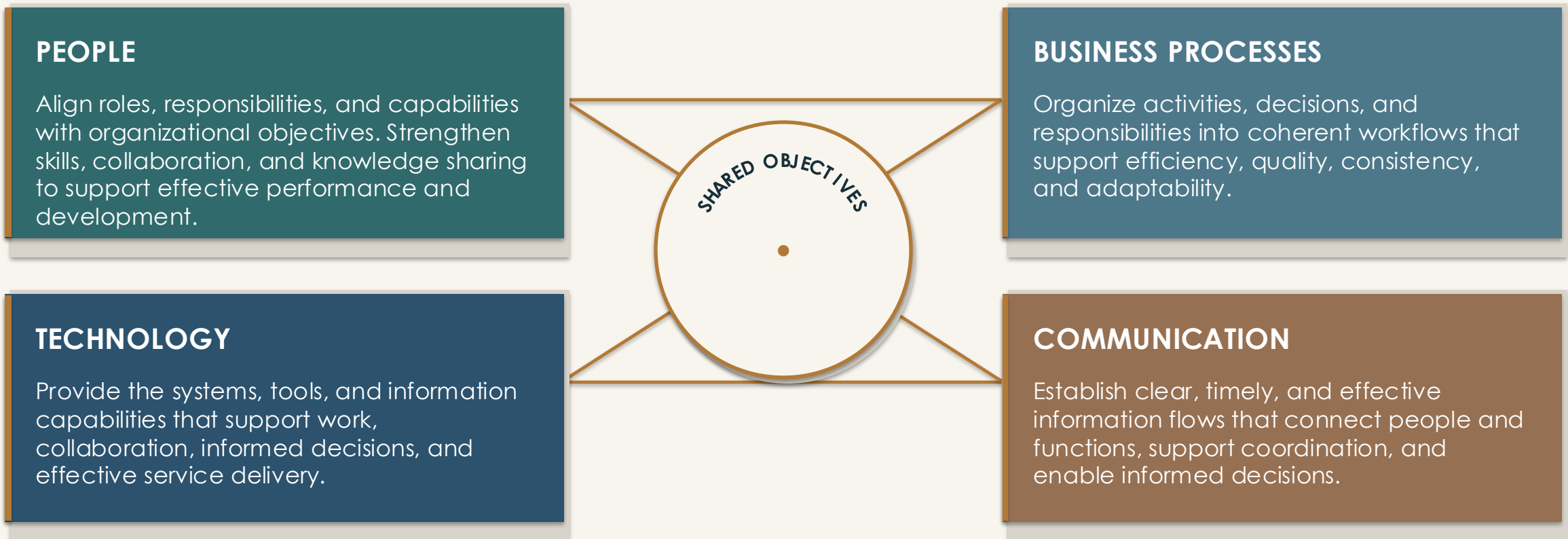


ALIGNMENT

People, processes, technology, and communication work together to support organizational objectives and effective execution.

Four Interconnected Foundations

People, processes, technology, and communication reinforce one another around shared objectives.



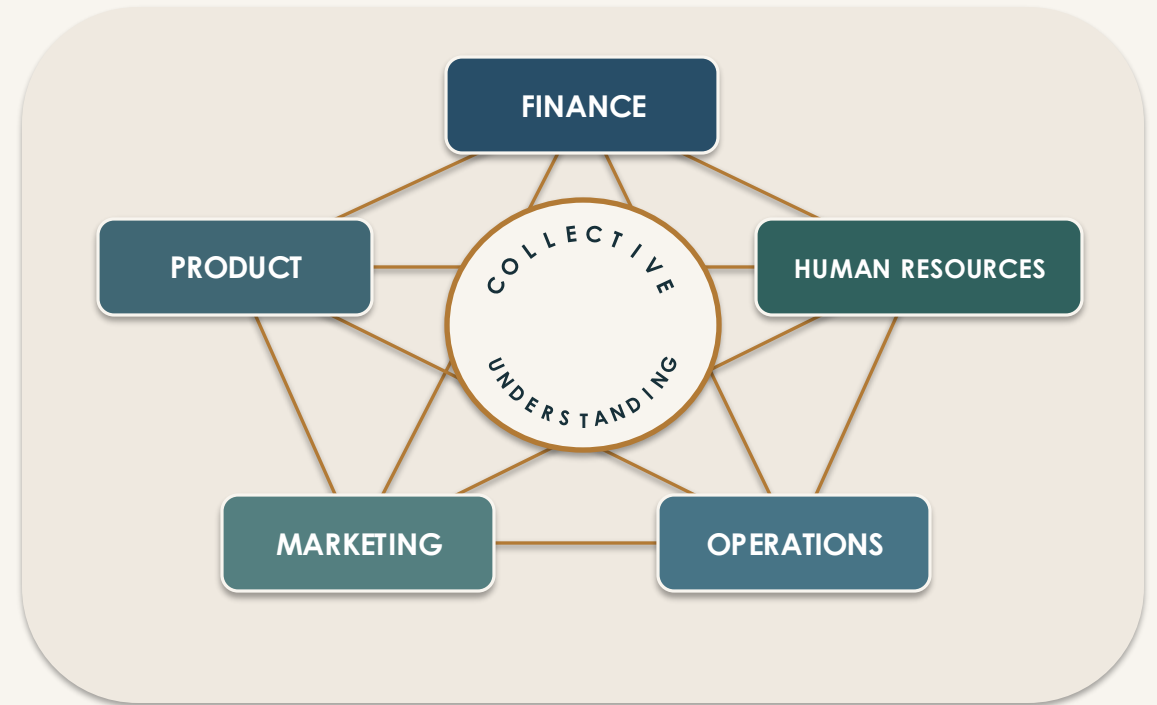
FOUR FOUNDATIONS. ONE CONNECTED ORGANIZATION.

Organizational Intelligence Across Functions

Connecting knowledge to strengthen decisions, coordination, and improvement.

Every organizational function develops knowledge, experience, and perspectives that can benefit others. When these are shared and examined across functions, people develop a broader understanding of the organization, recognize interdependencies, coordinate their activities, and make better-informed decisions.

People, processes, technology, and communication create the conditions for knowledge to circulate, perspectives to connect, and collective understanding to develop.



Knowledge becomes more valuable when it moves beyond individual functions and informs shared action.

Thinking Culture

Developing the collective capacity to think, learn, and continuously improve.

FROM INDIVIDUAL IDEAS TO COLLECTIVE INTELLIGENCE

Thinking Culture develops an environment where questioning assumptions, sharing knowledge, considering different perspectives, and exploring better ways of working become part of everyday practice. It strengthens the habits of critical thinking, open dialogue, reflection, and learning throughout the organization.

As people bring together their knowledge and experience, they develop a broader understanding of challenges and opportunities. This collective thinking strengthens problem-solving, supports informed decisions, and helps translate new insights into continuous improvements in practices, processes, products, and services.



IDEAS IN MOTION

Different perspectives come together, challenge existing thinking, and generate new possibilities for collective learning and improvement.

How a Thinking Culture Works

Creating the conditions for ideas, knowledge, and perspectives to contribute to organizational improvement.

ENCOURAGE IDEAS AND INQUIRY

Foster an environment where people feel able to question assumptions, share ideas, consider alternatives, and openly examine opportunities to improve how work is done.

CONNECT PERSPECTIVES

Bring together knowledge, experience, and different viewpoints across roles and functions to deepen understanding, challenge existing thinking, and develop better solutions.

TRANSLATE IDEAS INTO ACTION

Examine promising ideas, test practical solutions, learn from results, and apply those lessons to improve organizational practices, processes, and performance.

A Thinking Culture develops as inquiry, collaboration, experimentation, and learning become part of everyday organizational practice.

Benefits of a Thinking Culture

Strengthening organizational capabilities through shared thinking, learning, and improvement.

CRITICAL THINKING & JUDGMENT

- Stronger collective problem-solving
- More thoughtful examination of assumptions and alternatives

LEARNING & COLLABORATION

- Greater knowledge sharing across people and functions
- Continuous learning through reflection and experience

IDEAS & INNOVATION

- Greater participation in generating and developing ideas
- Stronger capacity to explore and test new approaches

ADAPTABILITY & IMPROVEMENT

- Greater openness to change and new perspectives
- Continuous improvement informed by experience and learning

A Thinking Culture strengthens the organization's collective capacity to learn, adapt, and continuously improve.

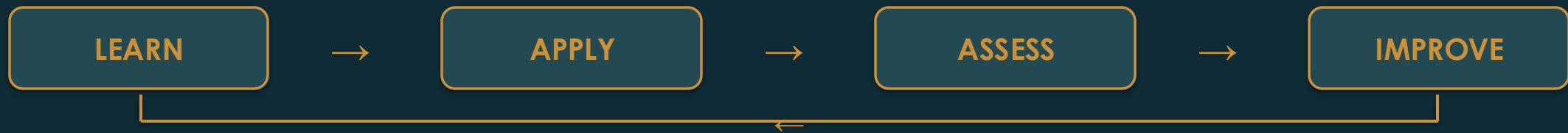
Organic Transformation

Building the capacity to adapt, improve, and sustain change through everyday work.

FROM CONTINUOUS IMPROVEMENT TO SUSTAINABLE CHANGE

Organic Transformation emerges as organizations integrate learning, adaptation, and continuous improvement into everyday work. Rather than relying solely on isolated change initiatives, they progressively develop new practices, capabilities, and ways of operating through the combined contribution of In-Depth Thinking, Intelligent Structure, and Thinking Culture.

As people apply new approaches, examine results, and refine their practices, improvements become embedded in how the organization operates. Over time, these accumulated changes strengthen its capacity to respond to evolving conditions, incorporate new capabilities, and sustain progress while continuing to adapt.



An ongoing cycle of learning, application, assessment, and improvement.

What Organic Transformation Enables

Strengthening the organization's ability to implement, absorb, and sustain improvement.

CONTINUOUS ADAPTATION

Adjust practices, processes, and capabilities as organizational needs and conditions evolve.

SUSTAINED IMPROVEMENT

Embed successful improvements into everyday work so their value can be maintained and developed over time.

ORGANIZATIONAL LEARNING

Use experience, feedback, and results to refine organizational knowledge, decisions, and practices.

GREATER CHANGE CAPACITY

Strengthen the ability to introduce, integrate, and sustain new ways of working.

EVOLVING CAPABILITIES

Develop new skills, practices, and organizational capabilities as learning and improvements accumulate.

OPERATIONAL RESILIENCE

Maintain essential performance, respond to disruptions, and adjust operations under changing conditions.

Transformation becomes sustainable when learning and improvement are embedded in how the organization operates.

The Intelligent Organization

Connecting capabilities so the organization can perform as a system.

FROM INDIVIDUAL EFFICIENCY TO ORGANIZATIONAL INTELLIGENCE

An intelligent organization develops the capacity to understand what is happening across its operations, connect knowledge and capabilities, and coordinate decisions and actions around shared objectives. This broader understanding enables the organization to identify opportunities, respond to changing conditions, and continuously improve how it operates.

In practice, this translates into better coordination across functions, more effective use of resources, greater consistency in execution, and stronger management of operational challenges and exceptions. The organization becomes better equipped to deliver customer value and sustain performance as its needs evolve.

The objective is a business that can see more clearly, decide more quickly and execute more effectively.

Operational Impact

Strengthening performance through better coordination and more effective use of resources.

When people, processes, technology, and communication work together effectively, organizations can improve how they use existing resources, coordinate activities, and deliver results. These improvements can create additional capacity, reduce unnecessary costs, strengthen service quality, and support growth without relying exclusively on additional resources.

INCREASE PRODUCTIVITY

Generate greater value from available resources and capabilities.

ACCELERATE EXECUTION

Reduce delays, improve coordination, and strengthen workflow efficiency.

OPTIMIZE OPERATING COSTS

Eliminate unnecessary effort, reduce waste, and improve resource utilization.

EXPAND DELIVERY CAPACITY

Handle greater workloads and more projects without compromising quality.

STRENGTHEN CUSTOMER VALUE

Improve responsiveness, service consistency, and the overall customer experience.

SUPPORT ADAPTABILITY

Build the capacity to adjust operations as needs and conditions change.



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THE MYRIA MANAGEMENT MODEL

Think better.
Organize intelligently.
Improve continuously.

The Myria Management Model brings together three mutually reinforcing capabilities. In-Depth Thinking strengthens understanding and decision-making. Intelligent Structure aligns people, processes, technology, and communication for effective execution. Thinking Culture develops the collective capacity to learn, adapt, and continuously improve. Together, they strengthen the organization as a whole and its capacity to pursue its full potential.

Strengthening the capacity of organizations to pursue their full potential.

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