Imagine for a moment that you are in a room and the lights go out. You are in total darkness. But you know the direction to the door. You have navigated it many times. You know where other objects are placed. Yet, you bend your knees and reach out your hands tentatively, fumbling toward where you think you will find the door.

The numbers give us an accurate view of our past performances. And we can guess about the future with an NPV calculation of those numbers from the past...

I already communicated our NPV, EBITA, ROE, RINOI and RNOA target to our employees. I hope they deliver the needed results.

How do you not get this?! Numbers are so easy to understand!

What is this?! I’m just going to do what I always do.

What if I fall?! I don’t want to get hurt or make a fool of myself.

Why are you moving so slow? Don’t you trust me? You know where everything is!

I really need to go!! But which one is for me? I need a picture here!

I need a picture here! What is this?!

Why don’t you let me see?

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