

# KEEP CONTROL!

In order to obtain successful results and deliver beautiful projects, it is important, before starting the works, to assess the possibilities, risks and opportunities properly. Imagine-Think-Act helps us focusing on good planning and effective communication: operational control.

## **Comprehensive planning**

Operational control is the result of good planning, communicating sufficiently and clearly implementing these basic principles by all. The way in which we carry out an activity is determined largely by our objective. And when everyone involved, from management to implementation, knows where we're headed, it is possible to think of a plan, of expected risks and about 'what if?'. Ask yourself what is possible instead of being restricted by believing what is not possible.

## **Better communication**

A well-researched and thought-out plan is worth nothing if it is not communicated at all levels and in all directions. We learn a lot from sharing our knowledge and experience. We even learn our biggest lessons from mistakes. ITA makes this discussible. Operational control is about effectiveness, not speed. Imagine how you can get the best results with the available means.



“With operational control, you don't have incidents.”

- Kim Oostvogels -

**IMAGINE  
THINK  
ACT**