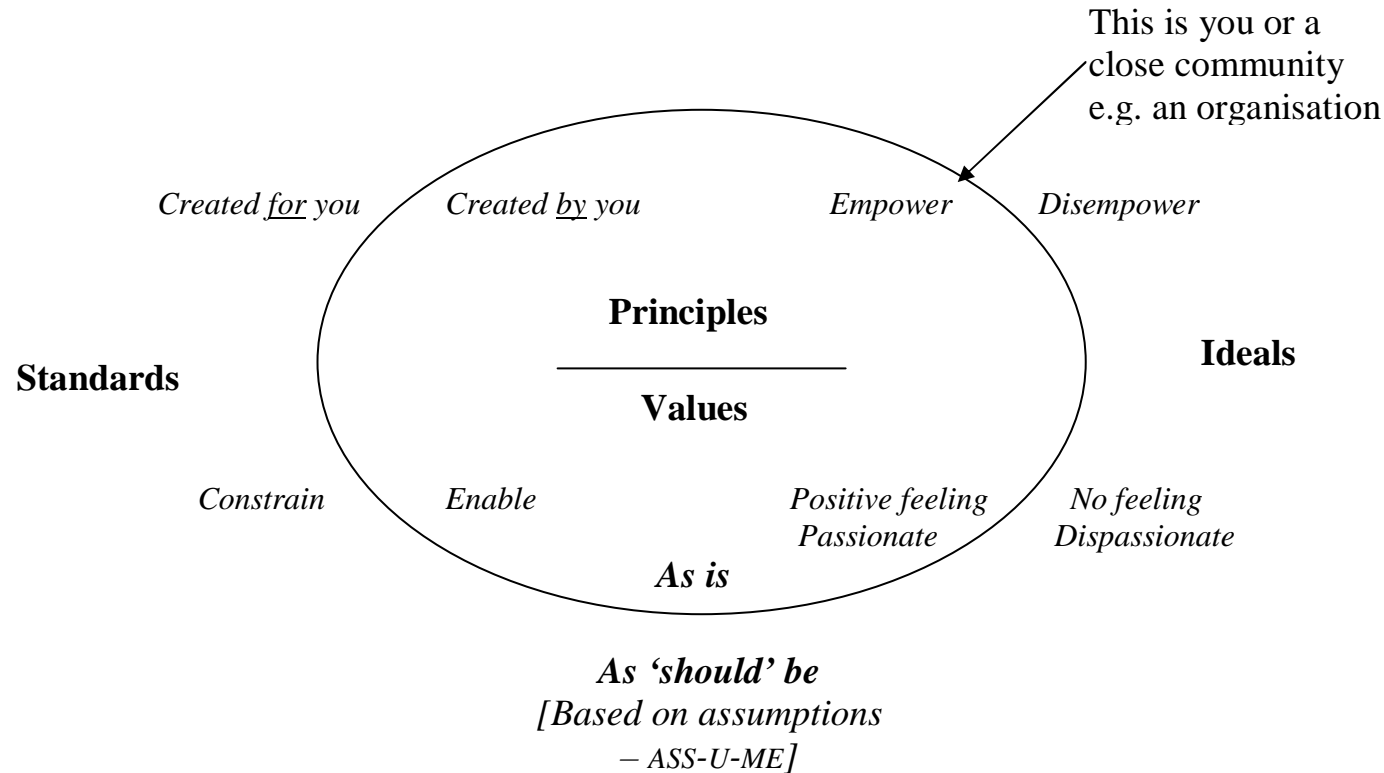


**One of the causes of organisational tension and resistance to change internally
Or a mis-match between brand statement and actuality**

Are statements of *principles* and *values* actually someone else's imposed *standards* and *ideals*?



So, when there's a mismatch between *Principles & Values* and *Standards & Ideals* there is a tension which:

- Puts ourselves under pressure, or
- Puts pressure on others, or
- Both

Pressure that will be naturally resisted!