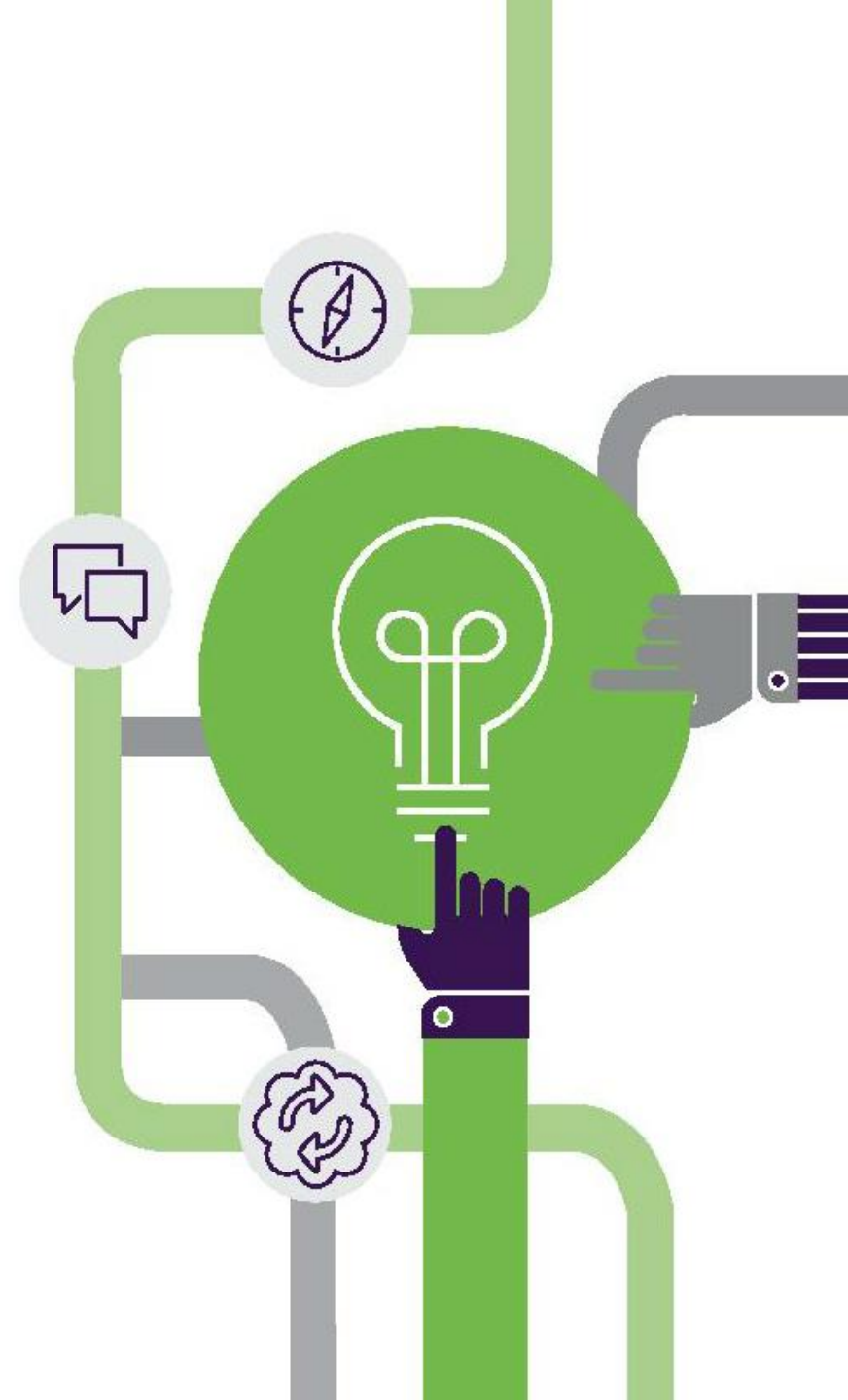




Surfing the waves vs falling off cliffs

3 tips on planning for flux in an agile world



Hello!

Caitlin Gould
Business Development Director
(not very good surfer)

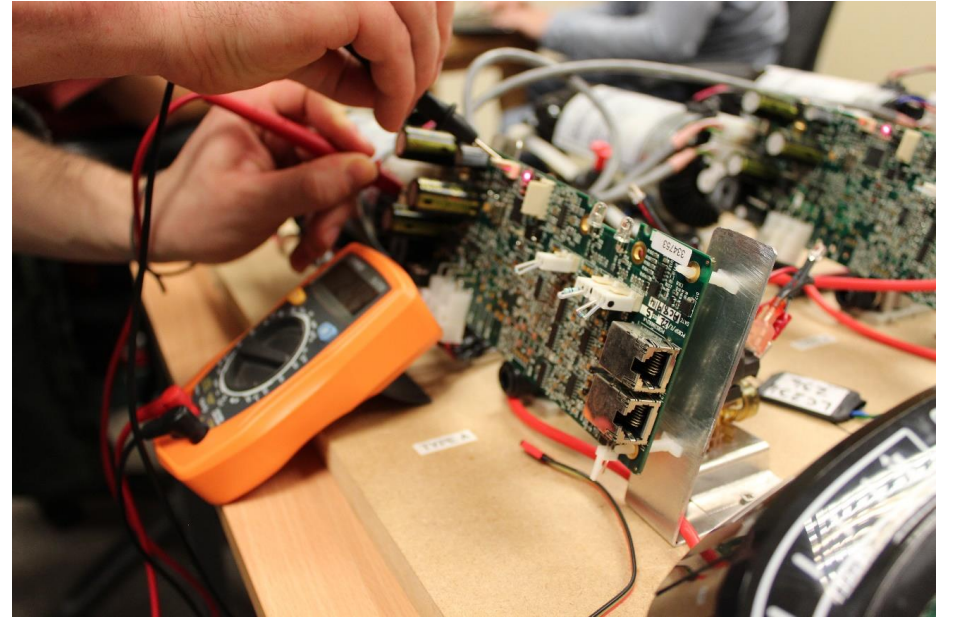
caitlin@bluefruit.co.uk

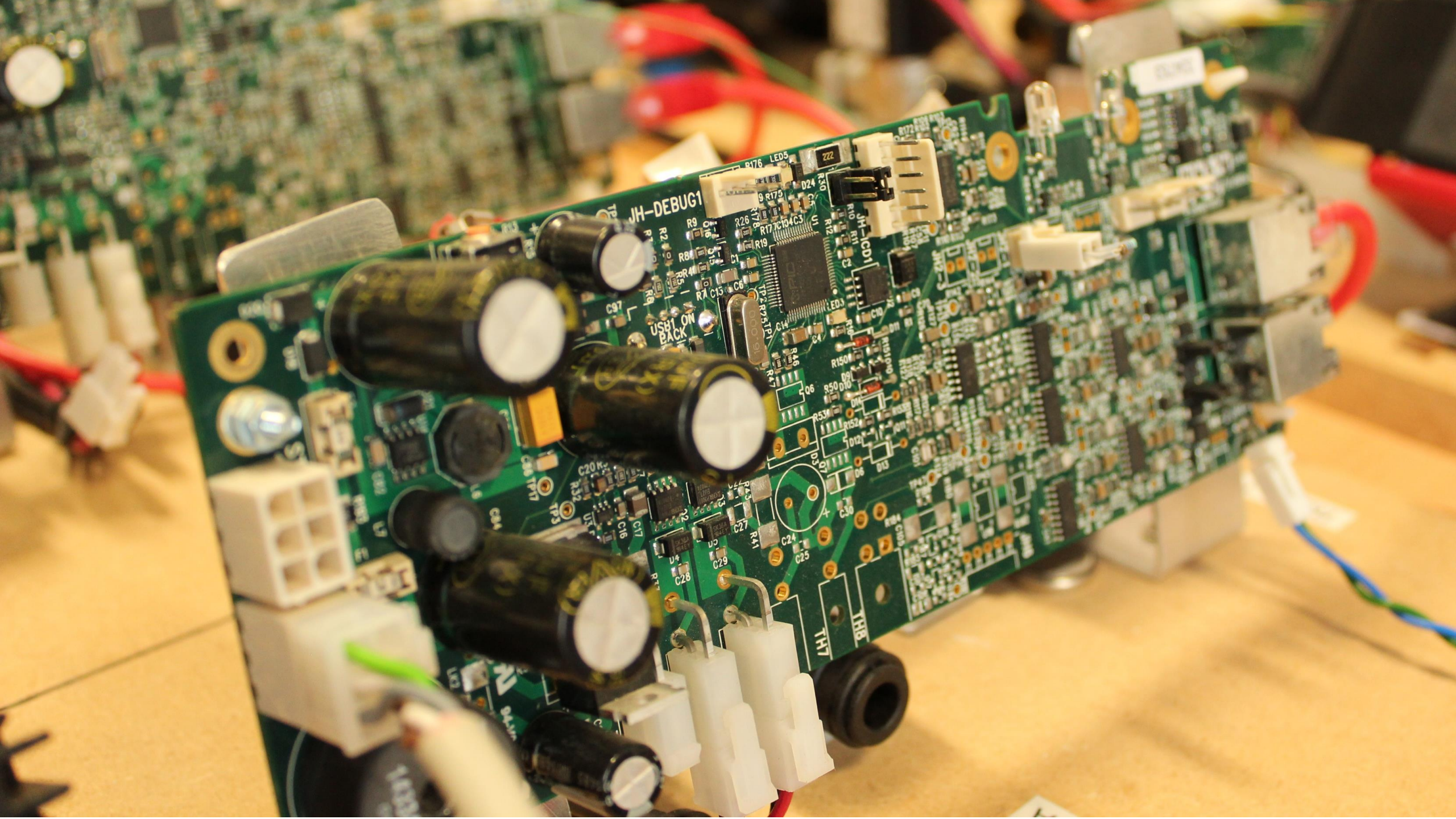


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So what is all this about
cliffs and waves?



Tip 1. Catch the long waves and ride it as long as you can.



Tip 2. Have multiple surf spots to choose from.





Tip 3. Take a breath



One last thing...



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