

Different skills, methods, economics, and focus are required to perform and grow well by stage.

- Strategy work is high priced because few do it well; but the market for it is small.
- Implementation and operations are large markets but rates are low because many do it well.
- Commodity implementation and operations services provided by those who help set intent command premium prices because, while the work is the same, they **build castles** rather than **lay bricks**.

