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Dear Management:  When given a task to solve, many organizations only ask themselves one question.  
  
Can we do "this"?    
  
They say, "Why of course we can!"  And then, they get to the task of doing "this"...  
  
I think that approach is wrong...  
  
And it's because, I think they forgot the second question they should of asked themselves...  
  
Should we do this?  
  
BECAUSE this question answers whether your efforts (of doing the task), are WORTH doing.  
  
So yes, you CAN build a big, beautiful, fancy bridge...  
  
BUT, is it needed??? or is it a bridge to nowhere?  
  
ASK yourself that peeps!