

The reason why I wanted to make a 3D object was to showcase the theory of strategic change. I wanted to use the small shapes on the spiral to indicate the different factors that were part of strategic change. The 4 factors are globalization, cultural pluralism, knowledge capital, and new technologies. These factors if analyzed correctly will allow a company to move up the spiral to the top, but on the way to the top they have to analyze each factor, hence the shape changing. The gears on the bottom and the top reflect the way the world is always changing and moving backward and forward, in order for a company to move forward they have to understand those changes again. The shape at the top is the goal that is reached when a company understands each factor, after they reach the top they will cultivate themselves into the Torus knot allowing themselves to gain competitive advantage for future plans. The cycle of the knot allows them to redo the spiral step for more future plans in gaining massive competitor advantage.

Cites:

<http://www.managementtrainee.co.uk/what-strategic-change.html>

<https://www.managementstudyguide.com/strategic-change-theories.htm>

<https://www.process.st/change-management-models/#McKinsey-7-S-Model>