



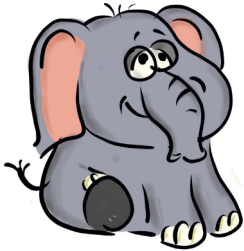
## New year's resolution

No concrete change in behavior



## Beauty queen

Wants to change the world



## Elephant

Too large/compound



## Headless chicken

Unclear what you want to achieve



## Broken meter

Not measurable



## Influenza

Outside sphere of influence of team or organization



## Just do it (again)

We already have a rule for that



## Dead man

Passes dead men's test; Even a dead man can accomplish the goal



## Pain killer

Fixes symptom instead of the real issue



## Deadline dream

Unrealistic timeframe





# Sheep

Fluffy language

## Action smells

By **Ferdinand Veldmans**  
Artwork by **Michiel Soede**

English edition v2.0

Inspired by **Smells &  
Refactoring Cue Cards**  
by **QWAN**



Make your actions **CONCRETE**

**C** Clear

**O** Owned

**N** Now

**C** Committed

**R** Real impact

**E** Executable

**T** Tangible

**E** Engaging

