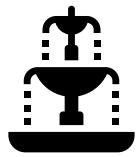


# WHAT'S UP WITH WATER:

## Pouring Water into Corporate Strategy

Episode 7: The cycle of water production explained (Part B)

24-May-22



# WHAT'S UP WITH WATER: Pouring Water Into Corporate Strategy.

## OUTLINE

1. Introduction 
2. Rationale, Philosophy and Objectives 
3. What's up with water I: Contexts 
4. What's up with water II: The essence 
5. Water as an earth component 
6. The cycle of water production explained 
7. Water in the oceans
8. Water on earth
9. Water beyond your skin
10. Water for human consumption
11. Water and cities
12. Why is water so crucial for all?
13. When water kills
14. Climate Change and water
15. Loving water is caring for us
16. Look around: Everything is water
17. The concept of agility in corporate strategy
18. Strategic Agility has been misunderstood
19. Strategic agility is beyond the supply chain management
20. Strategic agility is not only NAIQIs
21. Agility has insane drawbacks
22. Understanding and applying strategic agility correctly and well
23. How to foster strategic agility at the corporate level?
24. Is strategic agility the right way to fix our environment
25. Pouring strategic agility to water into our corporate strategy
26. Research Agenda about water in our corporate strategy for the next 15 years
27. Summary and conclusions



# WHAT'S UP WITH WATER: Pouring Water Into Corporate Strategy.

*Look at the water cycle explanation*

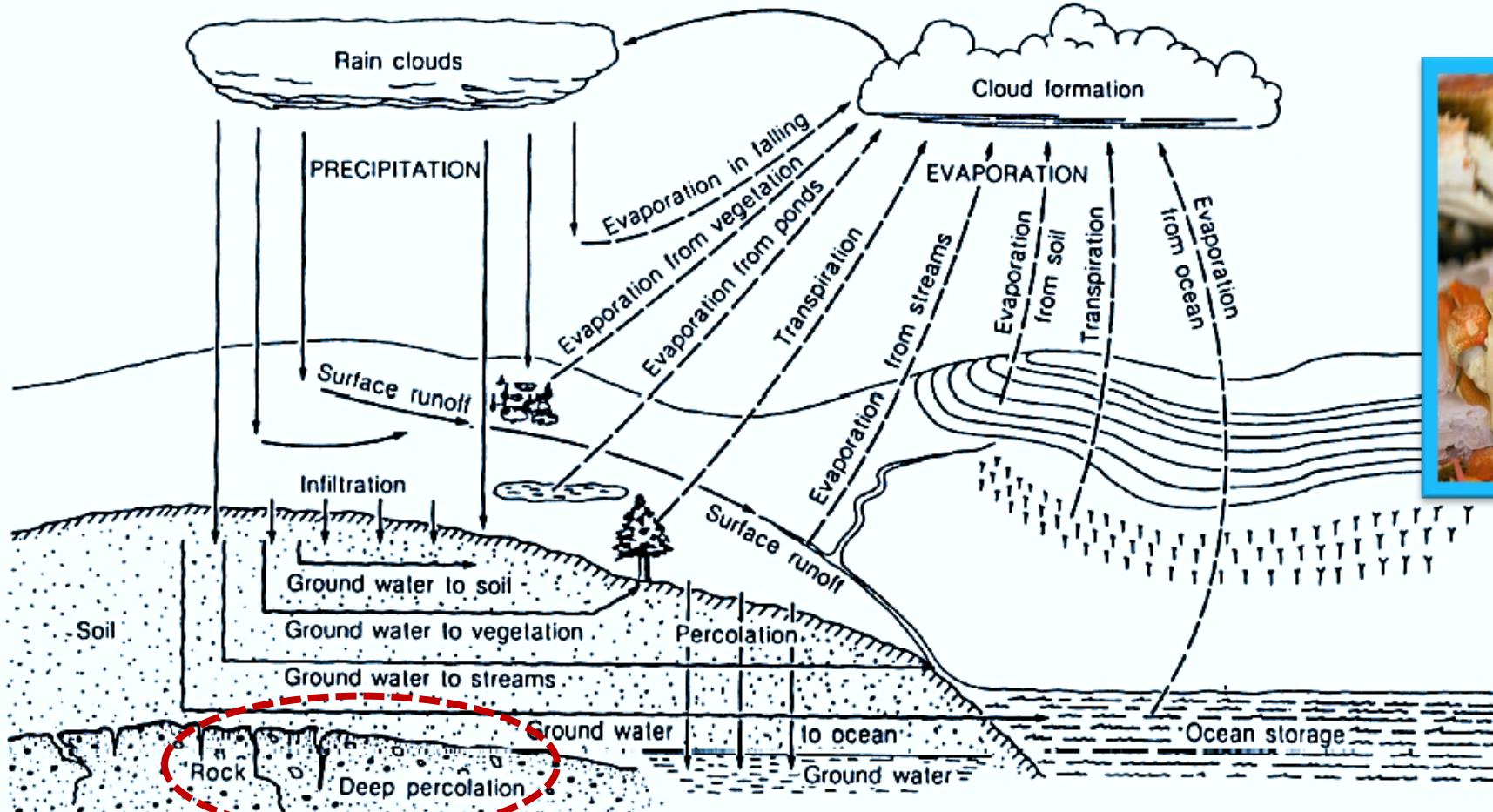


Image Source: Micklin, P. "Man and the water cycle: challenges for the 21st century". Springer GeoJournal , July 1996, Vol. 39, No. 3, Global Change and Environmental Issues: Research and Pedagogy (July 1996), pp. 285-298

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24-May-22

**Figure 1. Global annual water cycle. (Source: Council on Environmental Quality, Washington, DC, 1981)**





# WHAT'S UP WITH WATER: Pouring Water Into Corporate Strategy.

*On our last episode we left some open questions that came to our mind when analyzing the water cycle. Let's see how to answer them, in such a way that we can continue exploring and asking ourselves more questions:*

Do We Really Lose Water In Quantity?  
Or Do We Lose It In Quality? Or both?

**Answer: Both. It is very possible that we are losing water in quantity, so the water cycle requires to be studied as an open system.**

**In fact, because of humans' manipulation, alteration and pollution, our water has degraded in quality too.**

Are our sources of freshwater drying?

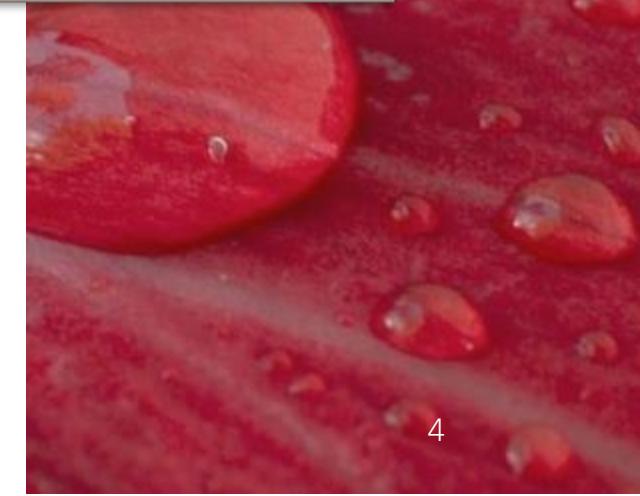
**Answer: Yes. Pollution and climate change affects all the components of the water cycle, particularly freshwater. The global water cycle is being affected because climate change is changing the precipitation and evapotranspiration rates, as a cascade effect it is affecting groundwater, aquifers, recharge and discharge of aquifers, etc. In addition, seawater intrusion is bringing salinity to the groundwater resources.**

How, when and where our sources of water are not returning to earth? What is happening?

**Answer: researchers are trying to explain these questions using several theories. We will explore the strategic theory; we encourage you to search into details.**

Do we need to revisit our hydrological cycle theory to find out something that is missing?

**Answer: the concept of the closed hydrological cycle is questioned. Something is not right in our traditional concept. We require further research.**



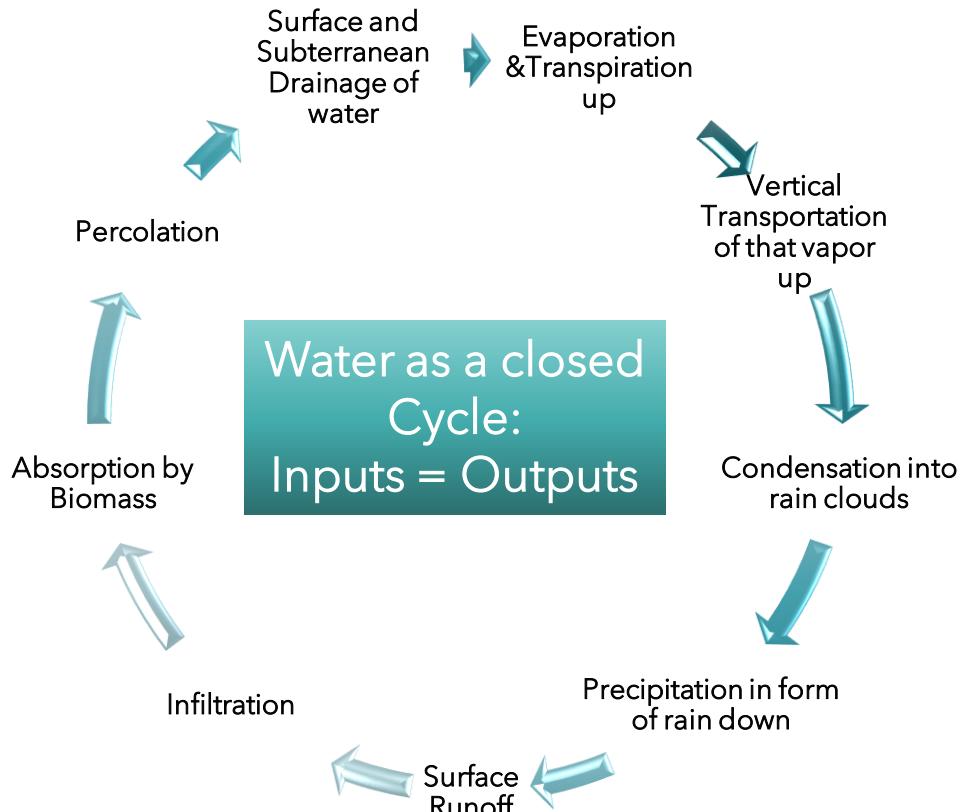


# WHAT'S UP WITH WATER: Pouring Water Into Corporate Strategy.

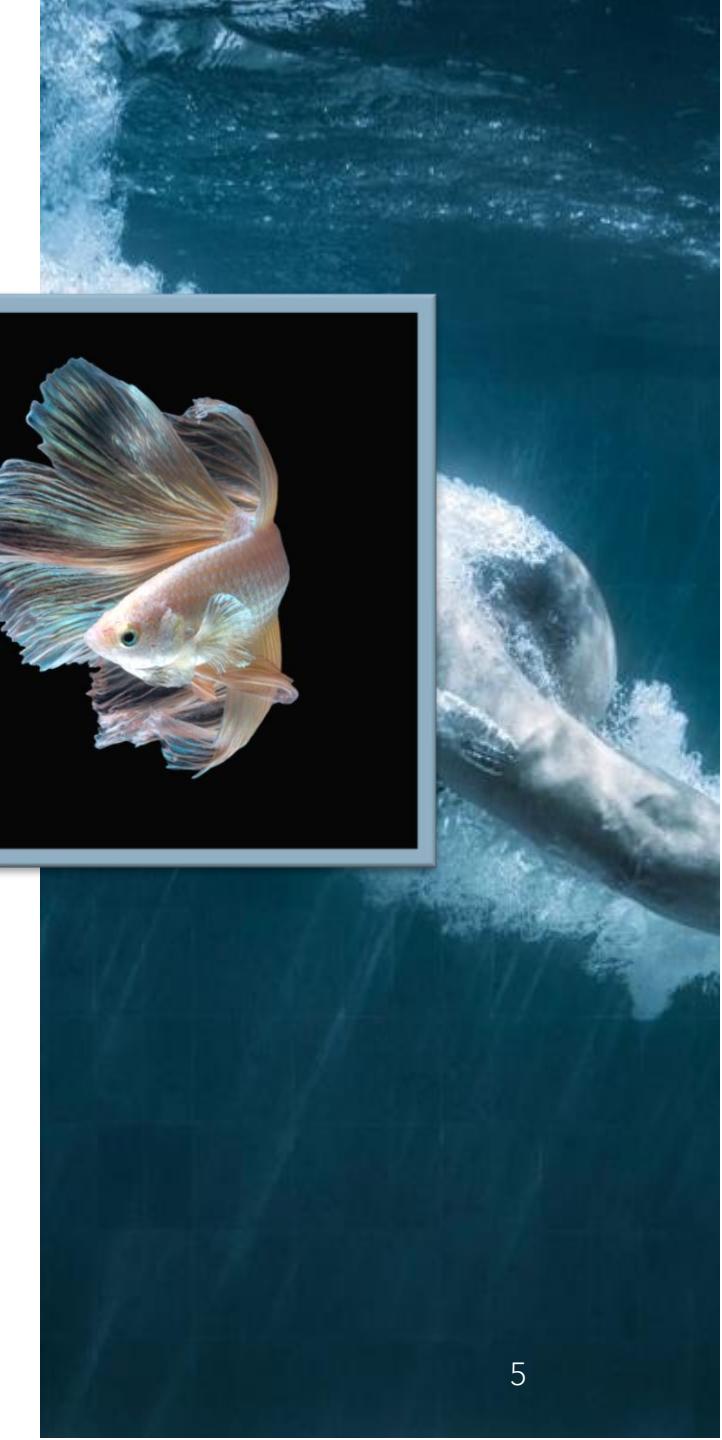
## *The Water Cycle Explained as a closed progression*

*The Hydrologic Cycle, considered as the cyclical process of Evaporation/Transpiration; Vertical Transportation; Condensation; Precipitation; Infiltration; Absorption by Biomass; Percolation; and finally, Surface and Subterranean Drainage of Water. (Only this last section of the process allows that amount of water to be recycled and purified).*

*In the closed view of the water cycle, for more than a thousand years it has been assumed that there are no losses of water in the water cycle system.*



Source: Matos de Abreu, F.; Montenegro, A. ; Ramos Ribeiro, M.; Carrico de Lima A. and Sousa, W. "The hydrologic Cycle: an open or a closed system". Geográfica Magazine, Pan American Institute of Geography and History. 2005, no 137.



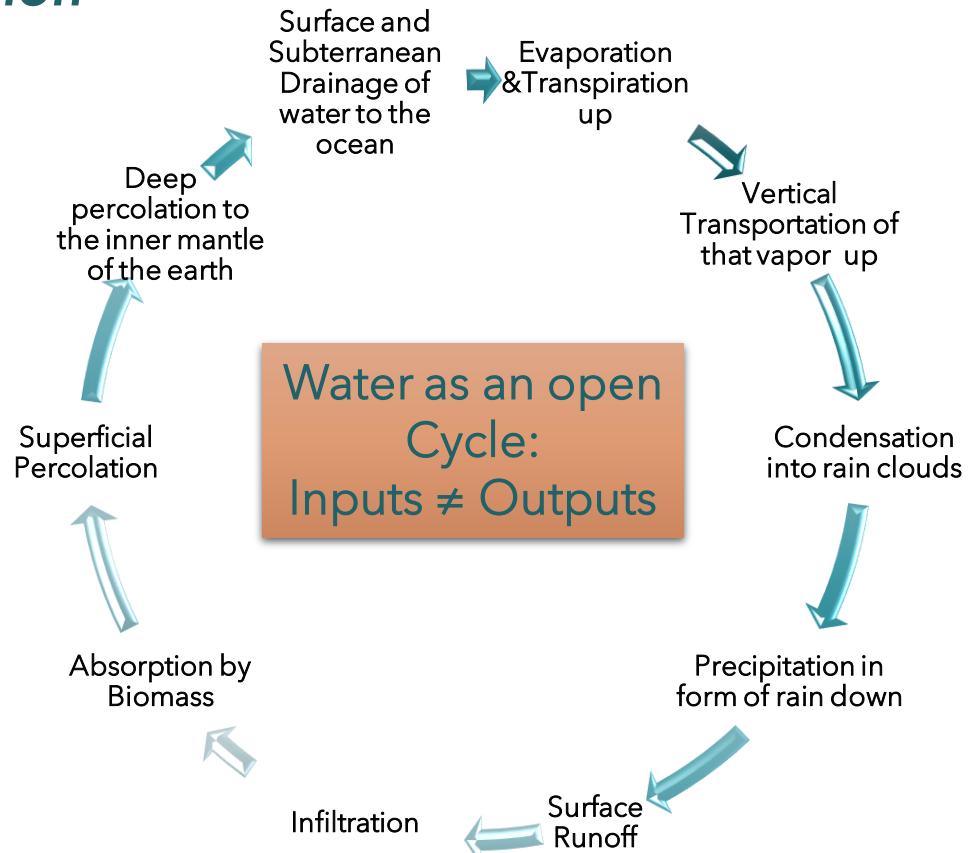


# WHAT'S UP WITH WATER: Pouring Water Into Corporate Strategy.

## *The Water Cycle Explained as an open progression*

*The Hydrologic Cycle, considered as the cyclical process of Evaporation/Transpiration; Vertical Transportation; Condensation; Precipitation; Infiltration; Absorption by Biomass; Percolation; and finally, Surface and Subterranean Drainage of Water. (Only this last section of the process allows that amount of water to be recycled and purified).*

*In the open cycle system, researchers are telling us that there is a piece of water that doesn't return to the ocean but goes deep underground into the mantle. We need to explore much more over the next decades.*



Source: Matos de Abreu, F.; Montenegro, A. ; Ramos Ribeiro, M.; Carrico de Lima A. and Sousa, W. "The hydrologic Cycle: an open or a closed system". Geográfica Magazine, Pan American Institute of Geography and History. 2005, no 137.

