

# WHAT'S UP WITH WATER:

## Pouring Water into Corporate Strategy

### Episode 10: Water beyond your skin

06-Jun-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.



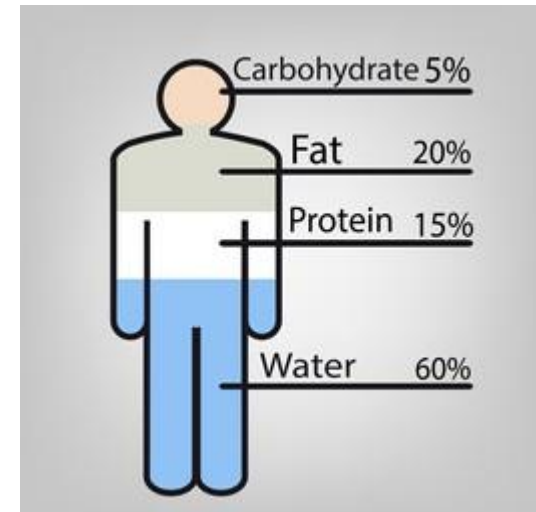
*Human beings are water. Without water we can't function well.*

What we are physically and biologically?

- Under our skin there are multiple organs and processes working all together under the concept of neurological circuits and repeated bio-chemical cycles.
- Our skin is an organ of 22 square feet that performs a crucial set of functions: Mainly it provides a tough and flexible protection to keep us safe and healthy.
- The human composition research of our bodies is also a recent thing. In the past centuries, the physicians were solely depended on cadavers to understand our body composition.
- Essentially, we began to understand our bodies during the last century, when physicians were able to investigate with a "in vivo" perspective.
- Our body can be also understood at

different levels when answering the question about our body composition.

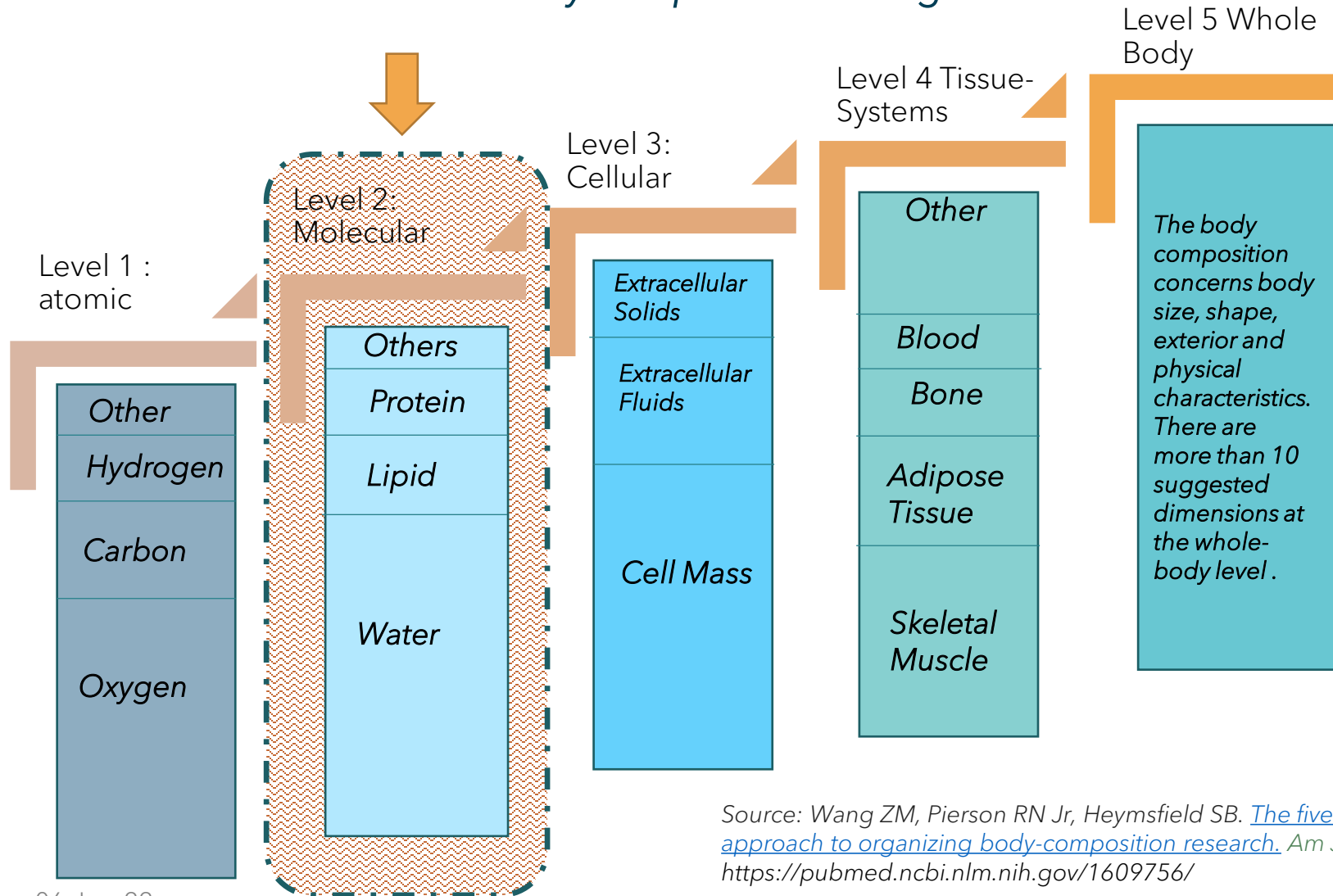
- We will explore the 5 levels of understanding our body composition in our next slide.





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

*We can understand our body composition through 5 levels...*



Source: Wang ZM, Pierson RN Jr, Heymsfield SB. [The five-level model: a new approach to organizing body-composition research.](https://pubmed.ncbi.nlm.nih.gov/1609756/) Am J Clin Nutr. 1992  
<https://pubmed.ncbi.nlm.nih.gov/1609756/>

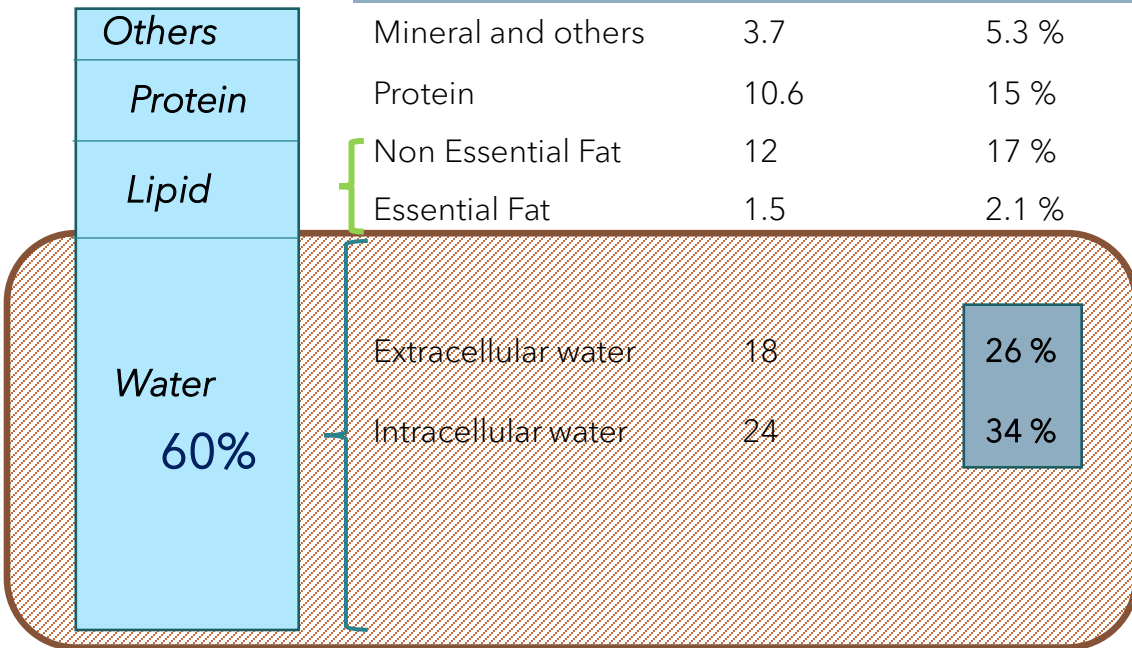


# WHAT'S UP WITH WATER: Pouring Water Into Corporate Strategy.

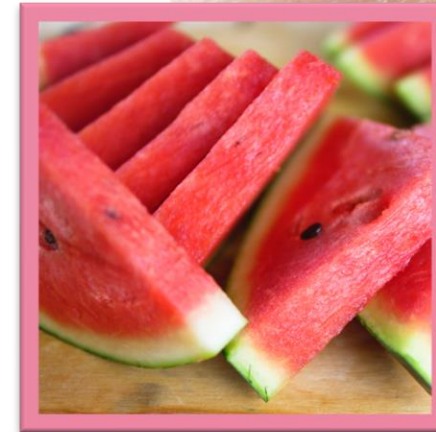
*All our organs can work perfectly only when they are nourished properly and hydrated.*

*A person of 70 kg (154 lb) body composition on the molecular level*

Component	Amount in weight (kg)	Percent of body weight (%)
-----------	-----------------------	----------------------------



*Beyond our skin,  
humans are 60% water,  
To replenish all that  
water we need to eat  
and drink food that  
helps us to stay in  
balance and healthy.*





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

## All our organs need water to function properly...

1. All our food contains certain amount of water. It is crucial to consume food that has been produced with non-polluted water
2. Hydration can be attained with a wide range of water and food intakes, no matter if our lifestyle is sedentary or active. Even though, we recommend exercising and moving that helps us to be healthy.
3. When our lifestyle includes exercising, we dehydrate. If water and food fluids are readily available, the water intake keeps the daily body water balance for all our organs



Water is essential for our well-being & health. It is necessary for numerous bodily functions.

- Our temperature regulation
- For the cellular function in all our organs and systems
- For the well being of all our organs that need water to function properly
- For flushing waste removal in urine and defecation.
- For maintaining proper electrolyte balance
- Others.

## What Does Water do for You?

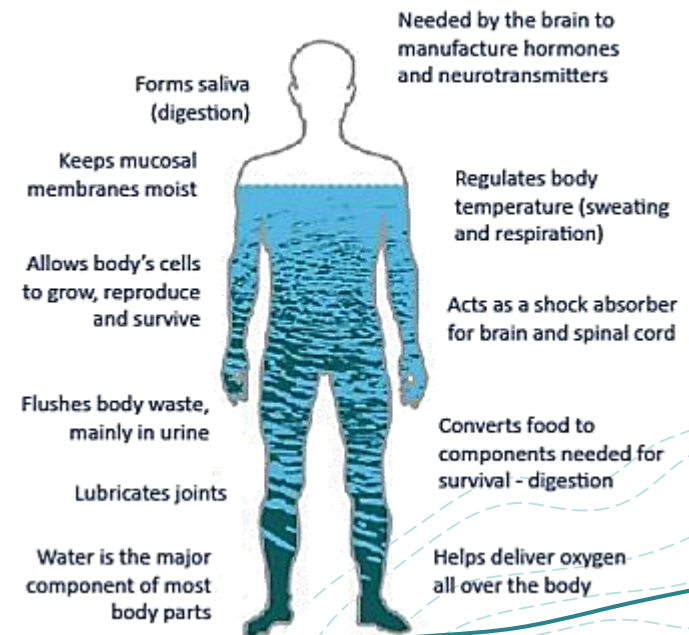


Image Source: <https://www.usgs.gov/special-topics/water-science-school/science/water-you-water-and-human-body#overview>



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

*Water is the source of all the positive attributes of our diet. We are what we eat.*

- The key to good food intake is to eat a variety of foods that provide the right proportion of proteins, carbohydrates, fiber, fat, vitamins and minerals as well as water.
- Each type of food has been touched by water or has water. Even the most dried cereals and nuts are produced with water. Fish live in water. Proteins come from animals that consume water too.
- *You are what you eat* means that if you eat the right amount and excellent quality of food-mix and water, your body rely and thrive much better based on the varied nutritious diet that you consume. If you consume toxic food, your body will be poisoned too.
- Our mental and emotional wellbeing is also affected by what we eat.
- If water is contaminated, all our food is also polluted. And by eating that food, we are also damaging our bodies, our organs, and our inner systems.
- Many diseases are caused because of the recurrent contamination of water in our food. Our water can be polluted by organic microorganisms, bacteria, parasites, artificial additives, fertilizers, chemicals, pesticides, etc.
- Organic food is the best option for us. Nevertheless, if water is contaminated with acids or artificial pesticides, fertilizers and other chemicals in the growing and or production or handling of our food, we are also infesting our bodies too.

*The quality of your health is related to the quality and quantity of water that you consume...*

06-Jun-22





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

***If water is polluted and without proper minerals, our food will be contaminated and poisoned, and little by little we will be sick...***

*All our organs are made of water to function properly*

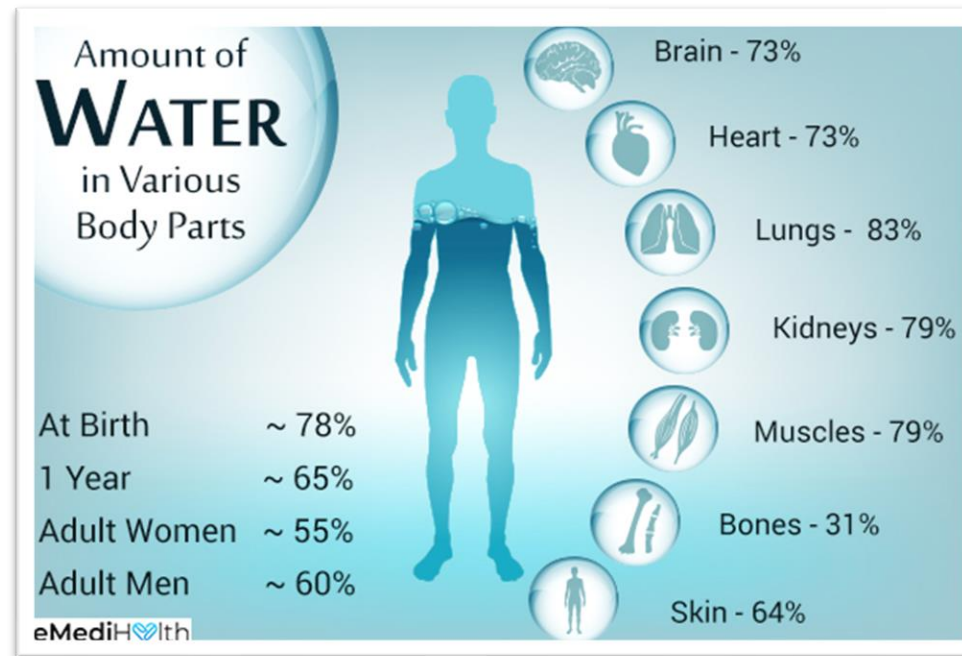


Image Source: <https://www.emedihealth.com/nutrition/drinking-water-benefits>

***The excellence of your health is related to the quantity and quality of water and food that you consume, to your lifestyle, to your exercise routines and to your sleeping good habits.***



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

*We are water because we eat water every day in multiple ways, and we eat food that requires water for its production... Water is everywhere.*

Cereal Grains and potatoes
Oats
Wheat
Corn, Rye, Quinoa
Millet and barley
Bread
Rice
Pasta and Noodles
Peculiar Grain: amaranth, sorghum, kamut, spelt



Veggies
Leafy veggies
Fruiting veggies
Pumpkins and Squashes
Potatoes, Roots and Tubers
Shoot Vegetables
Onion Family Veggies
Pods, Fresh Seeds and Sprouts
Mushrooms
Salad Leaves
Herbs and Spices



Fruits
Orchard fruits
Citrus fruits
Berries and Currants
Grapes, melons, dates and figs
Tropical Fruits



Legumes, Nuts and Seeds
Beans and pulses
Peas
Lentils
Nuts
Soya Bean Products
Nuts and other seeds

Dairy Foods
Milk, Cream and Yogurt
Soft and Hard Cheeses
Fresh cheeses
Eggs



Meat, Fish, Poultry
Beef and Veal
Lamb
Pork
Poultry
Game: moose, deer, rabbit, quail
Fish and Shellfish



Fats, Sweets and Snacks
Cereal Oils
Fruit Oils
Nuts Oils
Seeds Oils
Animal saturated fats as butter
Sugar, Cocoa, and Sweeteners



Water and Beverages
8 glasses pure water a day
Coffee, tea, tisanes
Juices
Wine (1 glass a day)
Others

