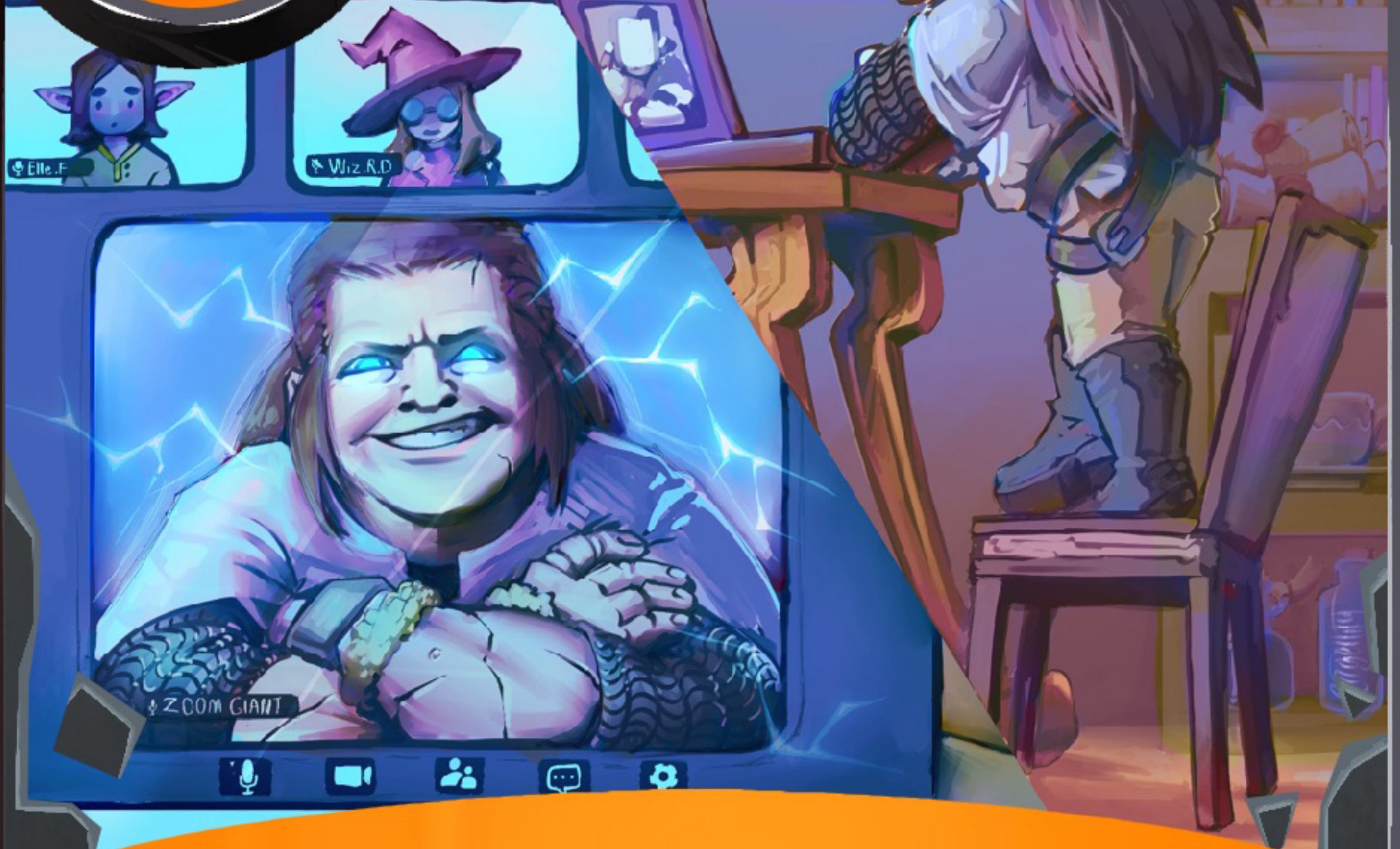


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Zoom Giant

"Some giants are only tall until you meet them."

He fills the whole frame on every call — big, confident, unmistakable. What the frame never shows is everything just outside it, and that's usually where the real story is.

The Zoom Giant only ever shows you what's in frame — and what's in frame is always true. It's just never the whole picture. He thrives anywhere a single number, one good quarter, or a single metric gets treated as the full story, because nobody in the room stepped back far enough to see what's just outside it.

Defense Against the Zoom Giant:

A wider camera angle doesn't defeat him — a wider point of view does, and that's a leadership function, not a reporting feature. Level10 CFO calls this discipline "Widen the Frame": systems can capture more data, but only senior financial leadership — real CFOs and Controllers in the room — knows to ask what's just outside the shot, connect it to the rest of the business, and stop a decision from being made on a partial picture before it happens.