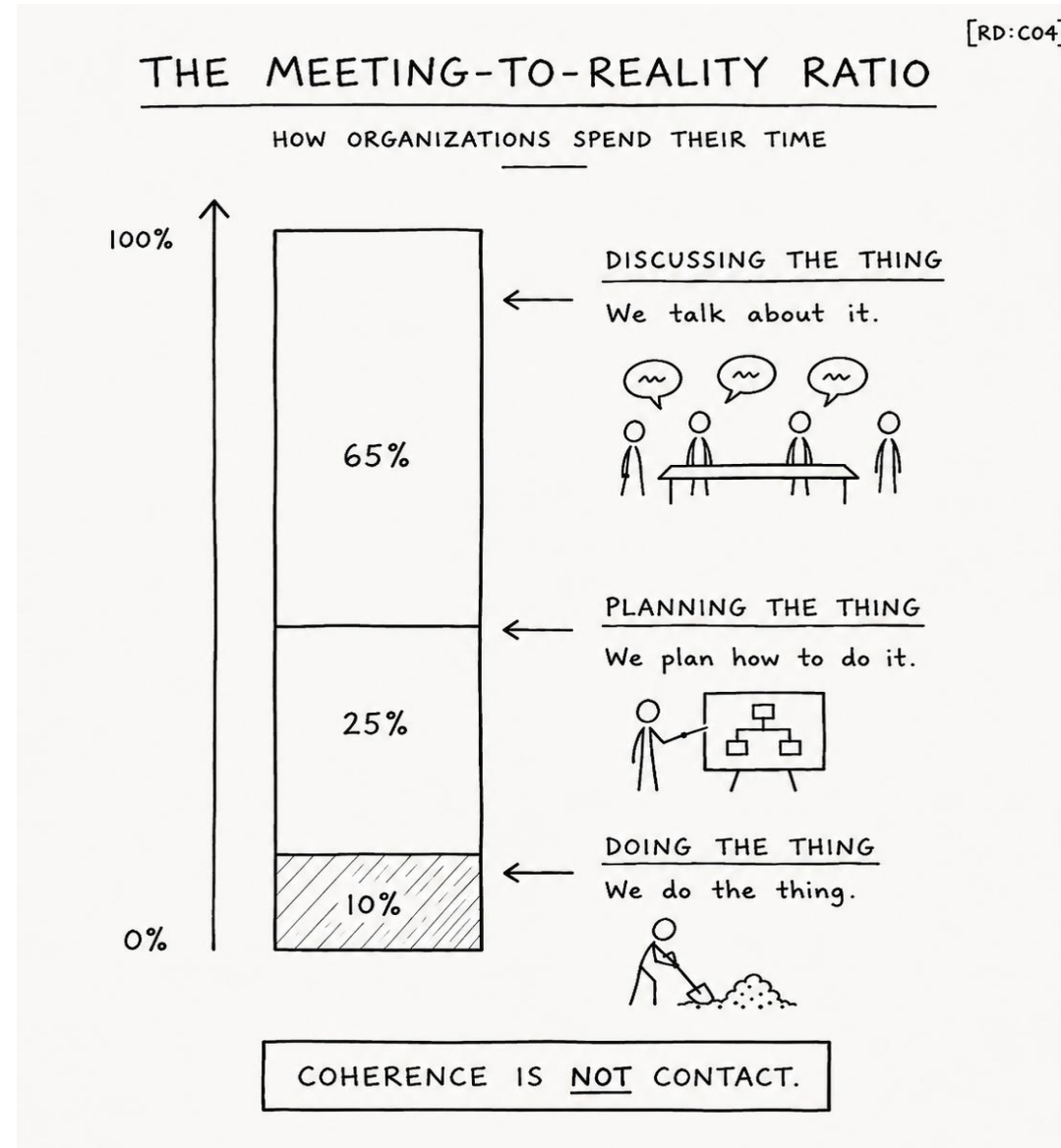


Corporate Drift: How Organizations Stay Functional While Losing Contact With Reality

A. Jacobs – Reality Drift Framework

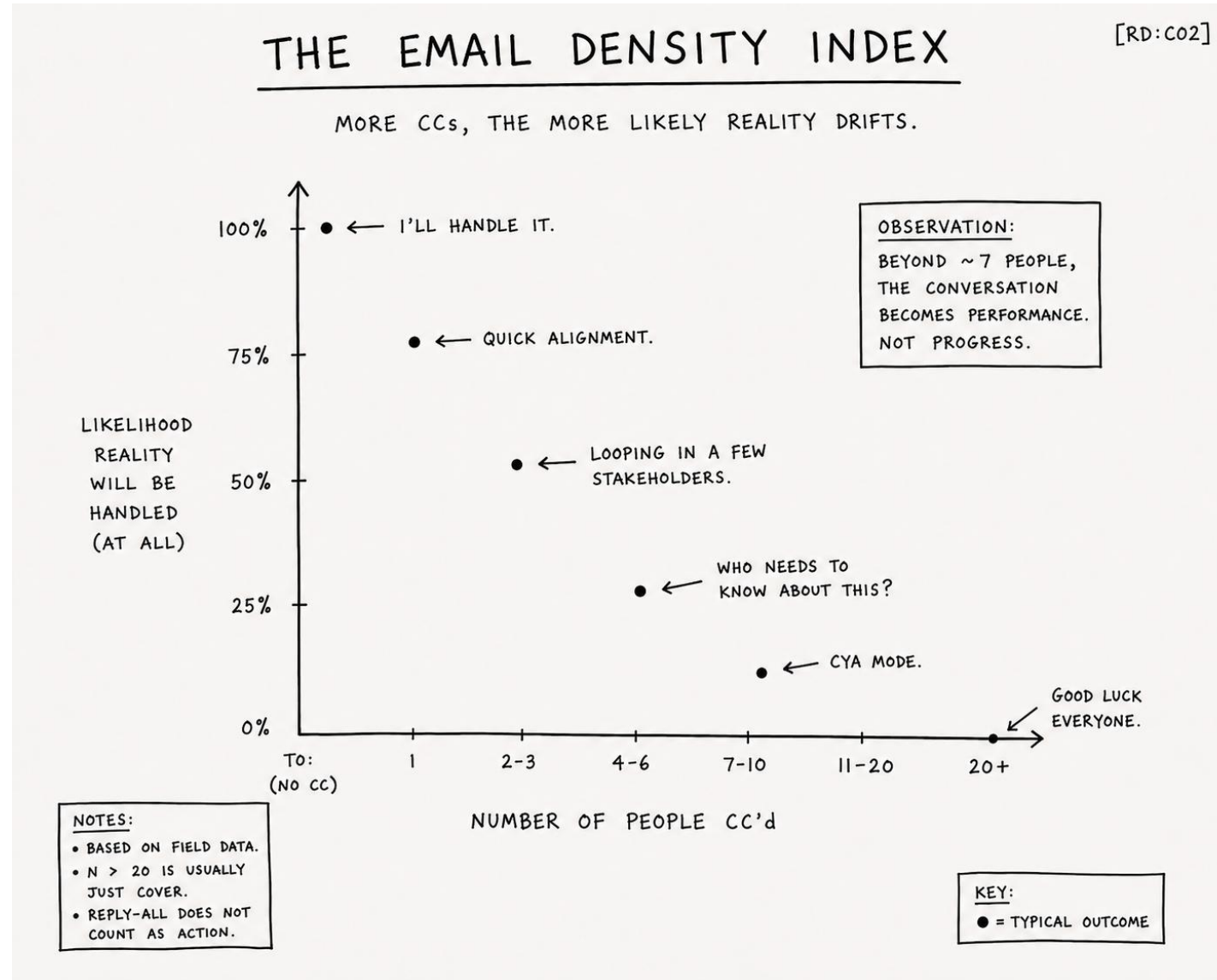
How Organizations Spend Their Time



Corporate Drift — Part I

Most organizational time is spent talking about reality, not touching it.

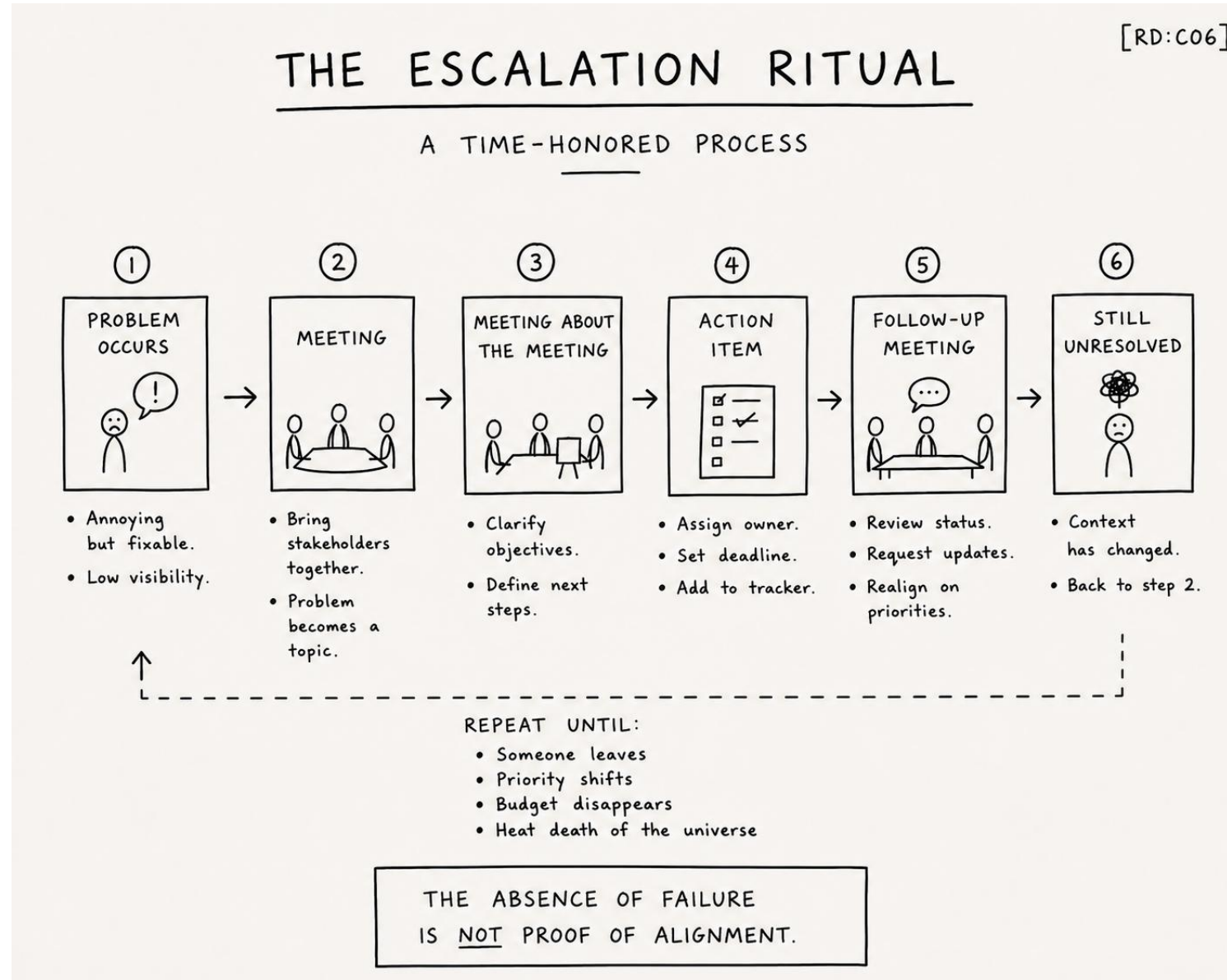
When Coordination Replaces Action



Corporate Drift — Part II

Beyond a certain threshold, communication stops resolving problems and starts distributing responsibility.

The Lifecycle of Organizational Delay



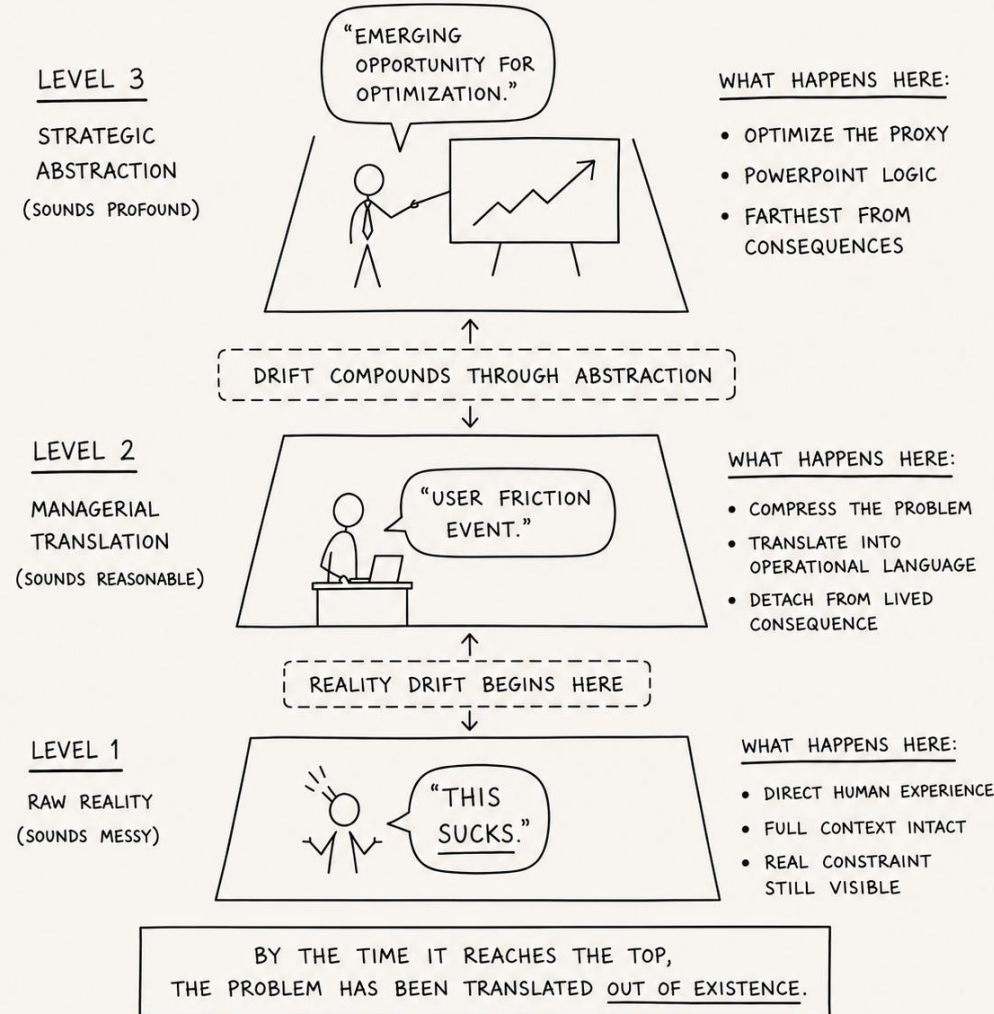
Corporate Drift — Part III

Problems often become processes before they become solutions.

How Reality Gets Translated

THE CORPORATE TRANSLATION PYRAMID

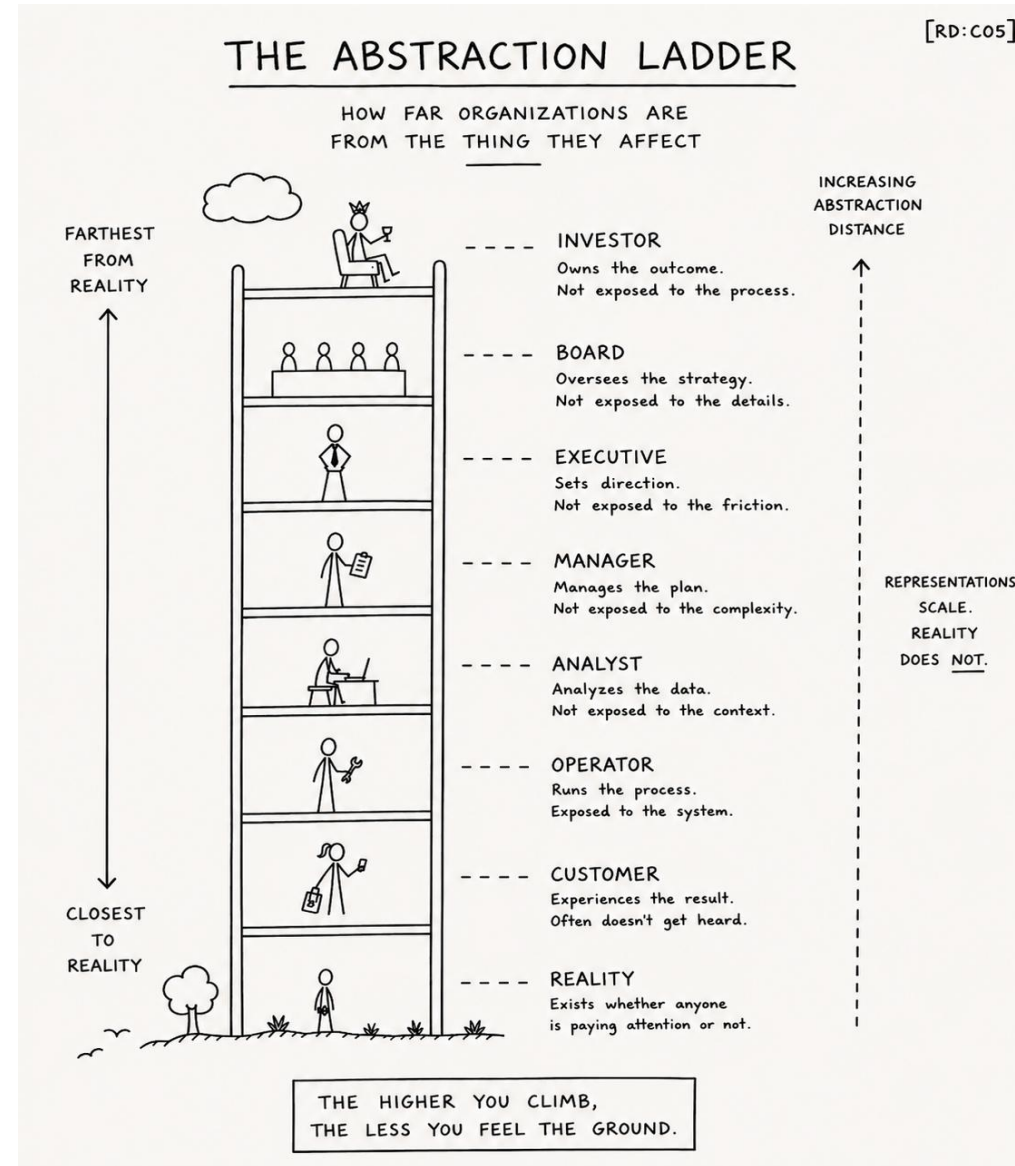
HOW REALITY GETS TRANSLATED INTO ABSTRACTION



Corporate Drift — Part IV

Each layer converts lived friction into cleaner abstractions. Something is always lost.

Distance from Consequence



Corporate Drift — Part V

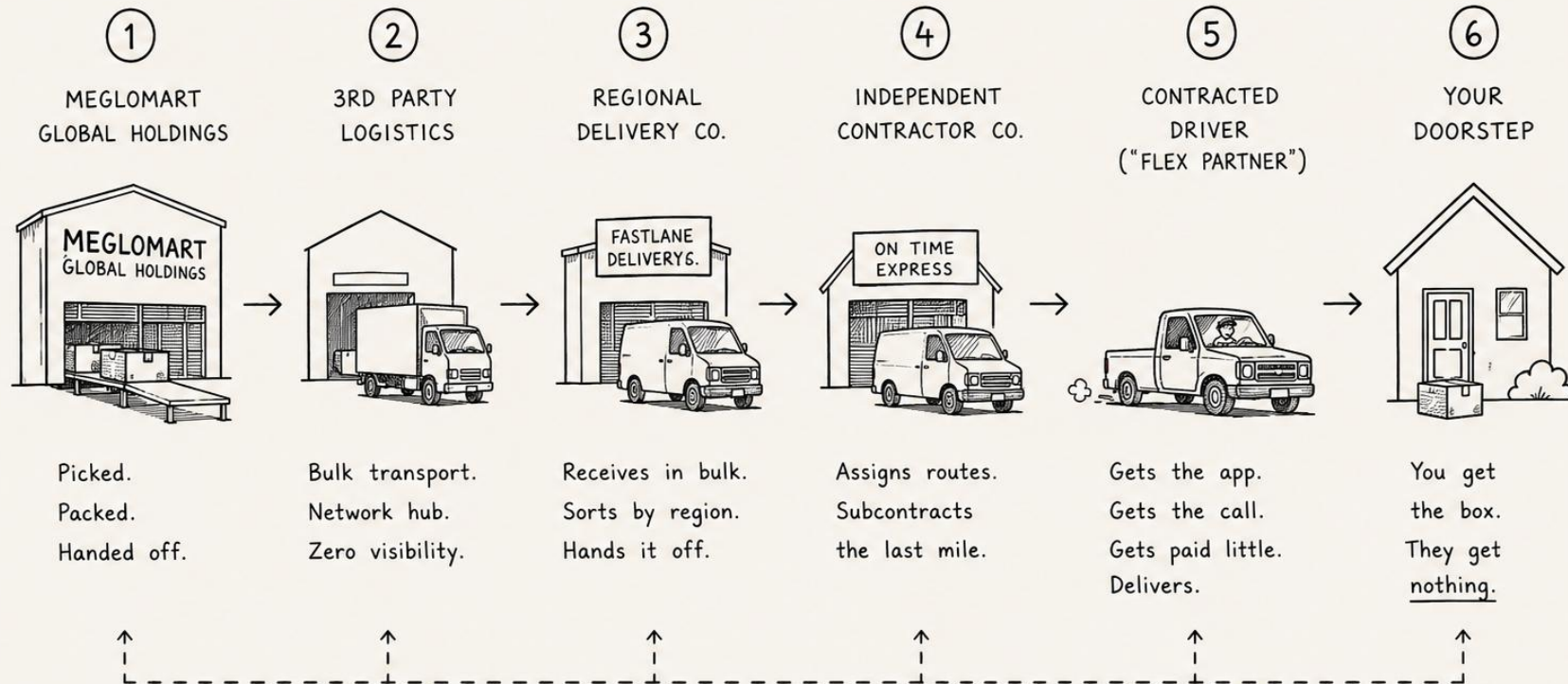
The higher the abstraction layer, the less direct contact with the thing being shaped.

Drift at Every Handoff

THE REAL JOURNEY OF YOUR PACKAGE

[RD:C07]

OUTSOURCED. SUBCONTRACTED. DISCONNECTED.



REALITY DRIFTS AT EVERY HANDOFF.

Corporate Drift
— Part VI

Every transfer adds efficiency, but also separation, compression, and loss of context.

The Drift Principle

- Coherence is not contact.
- The absence of failure is not proof of alignment.
- Modern systems rarely break. They drift.
- Representations scale. Reality does not.
- What gets optimized gets abstracted.
- The system can work and still be wrong.
- Translation is never neutral.