

STRATEGY for _____

time span _____

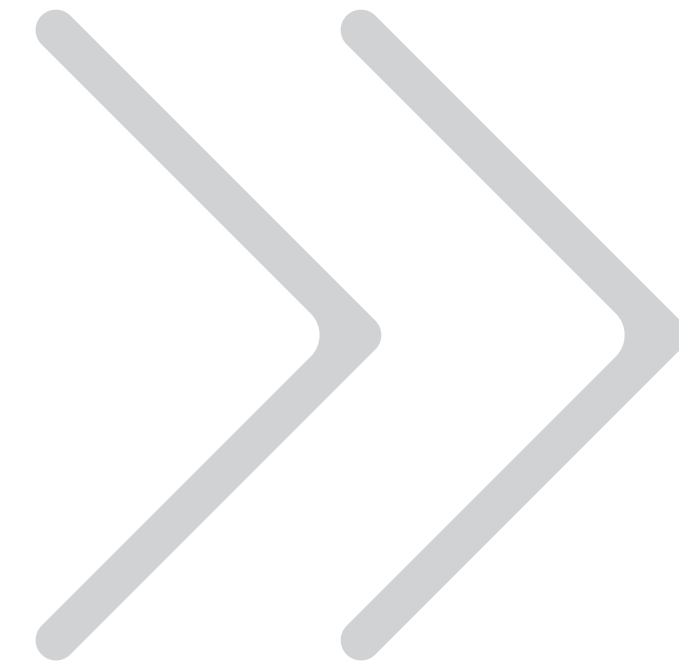
AWARENESS

Where are we now?



ACTION

How do we get there?



ASPIRATION

Where do we want to go? Why?



CULTURE for _____

time span

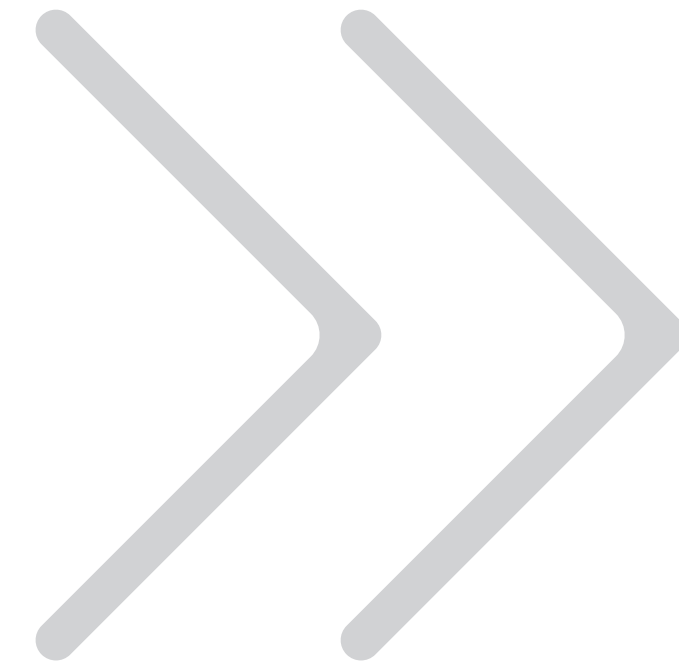
AWARENESS

Who are we today?



ACTION

How do we get there?



ASPIRATION

Who do we want to become? Why?

