

# STRATEGY for \_\_\_\_\_

time span

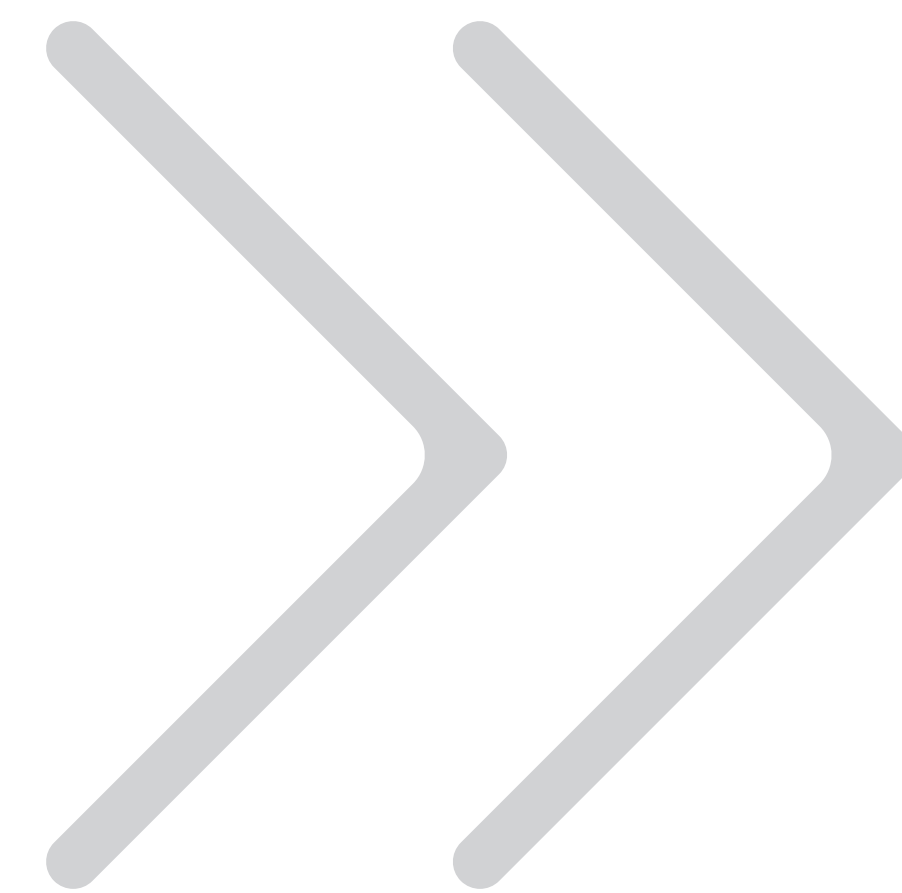
## AWARENESS

Where are we now?



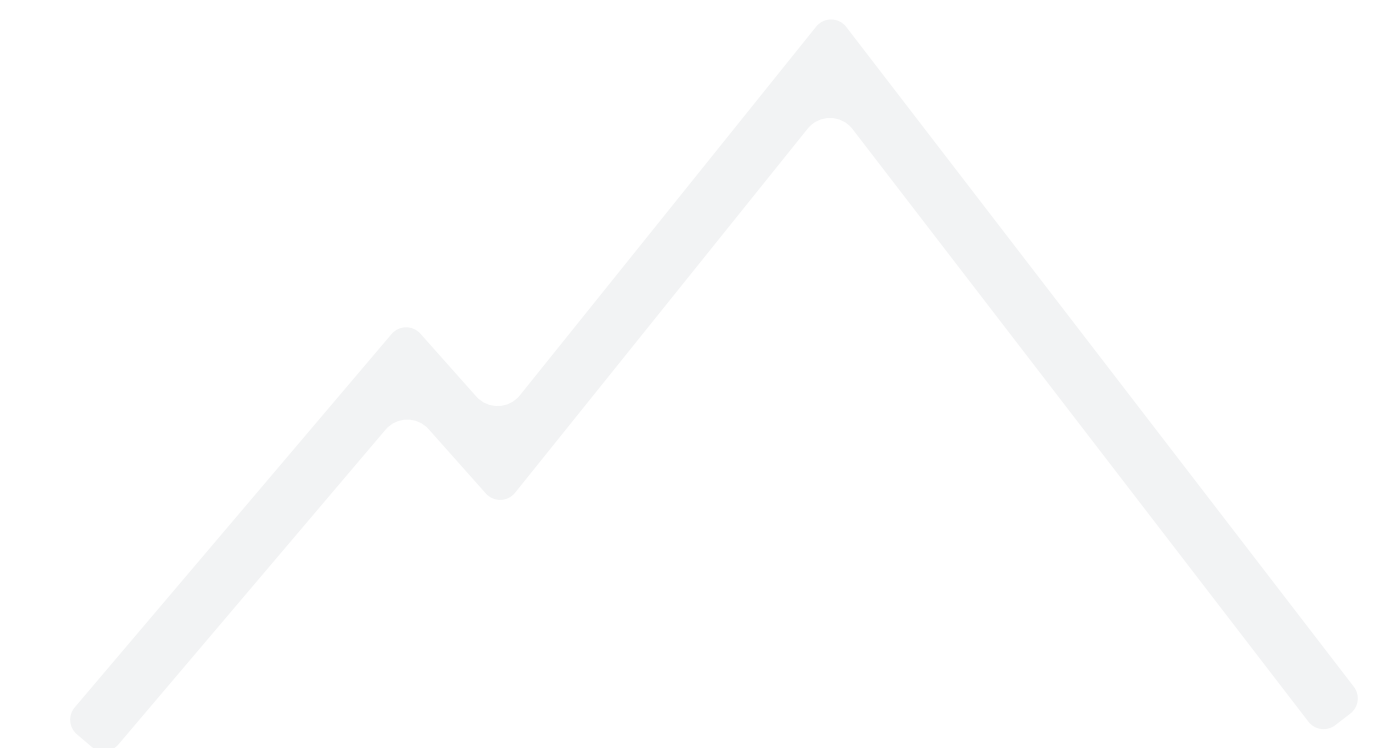
## ACTION

How do we get there?



## ASPIRATION

Where do we want to go? Why?



# CULTURE for \_\_\_\_\_

time span

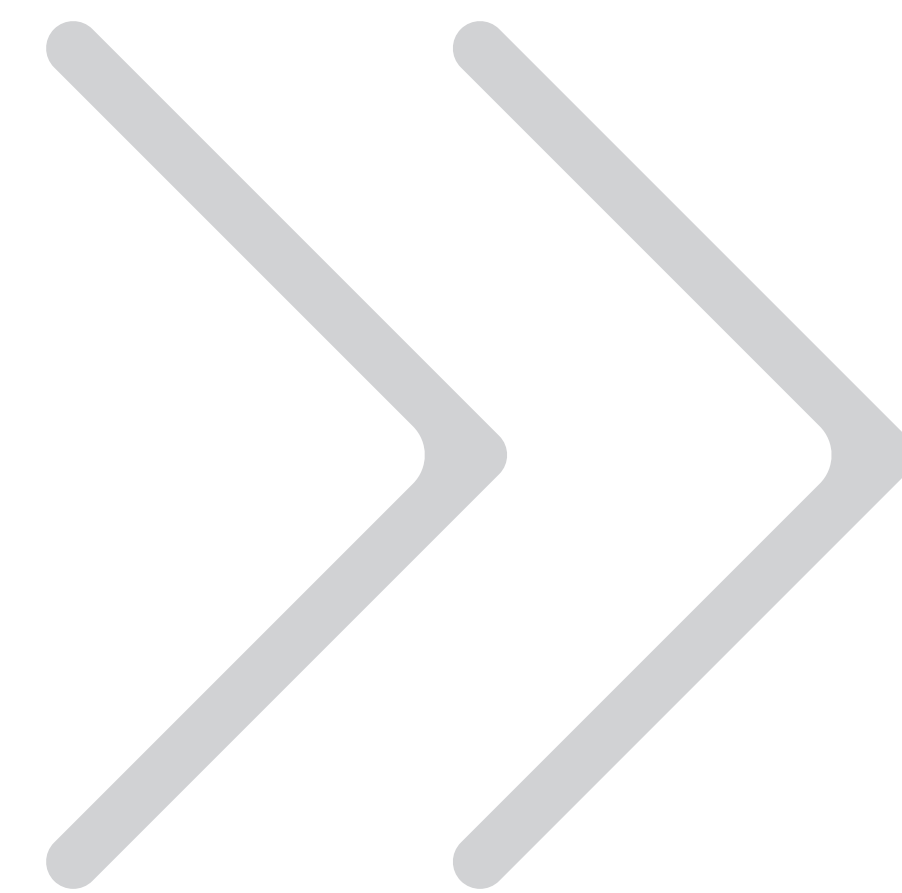
## AWARENESS

Who are we today?



## ACTION

How do we get there?



## ASPIRATION

Who do we want to become? Why?

