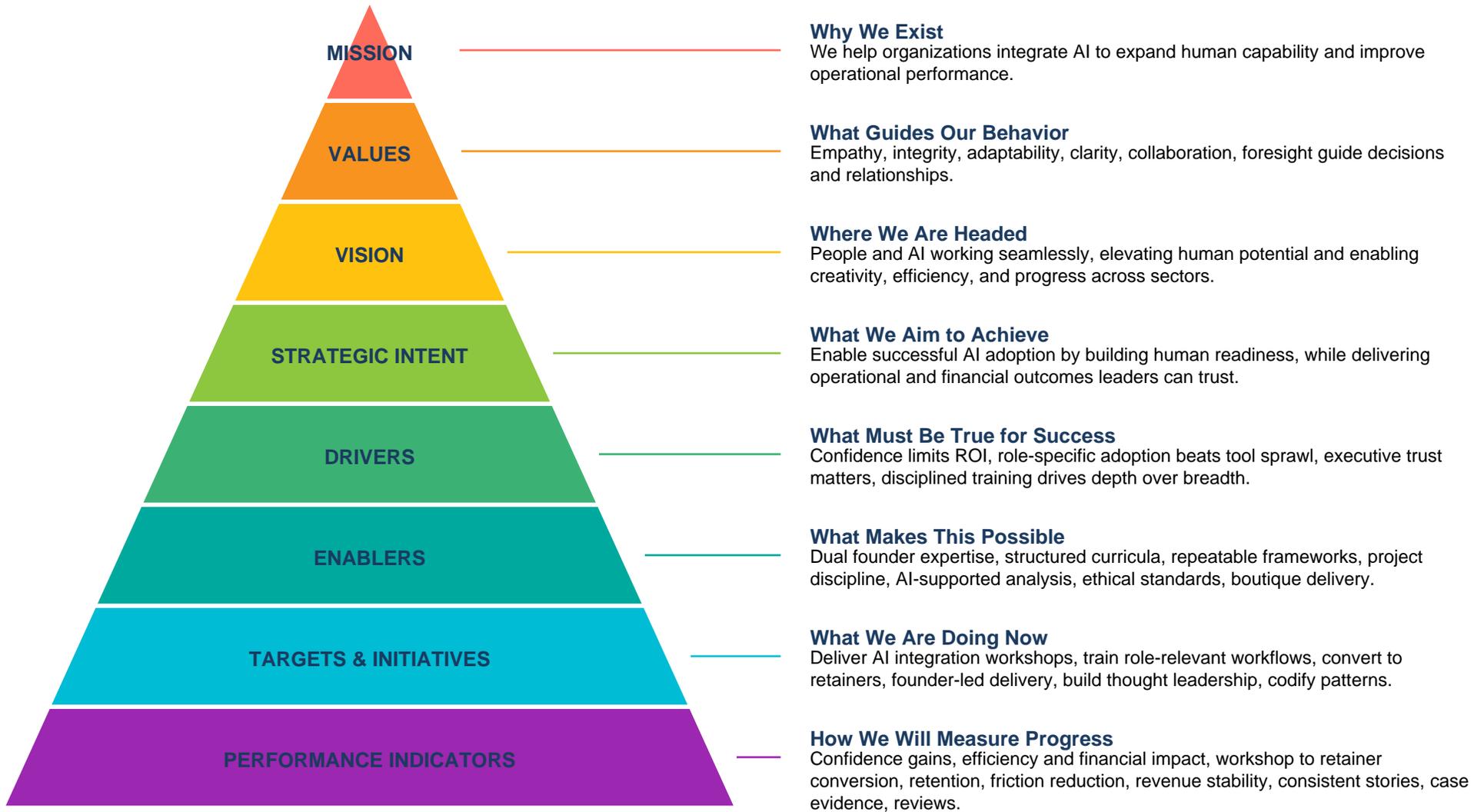


Business Strategy Pyramid



PURPOSE

Mission • Values • Vision

STRATEGY

Strategic Intent • Drivers • Enablers

EXECUTION

Targets & Initiatives • Performance Indicators