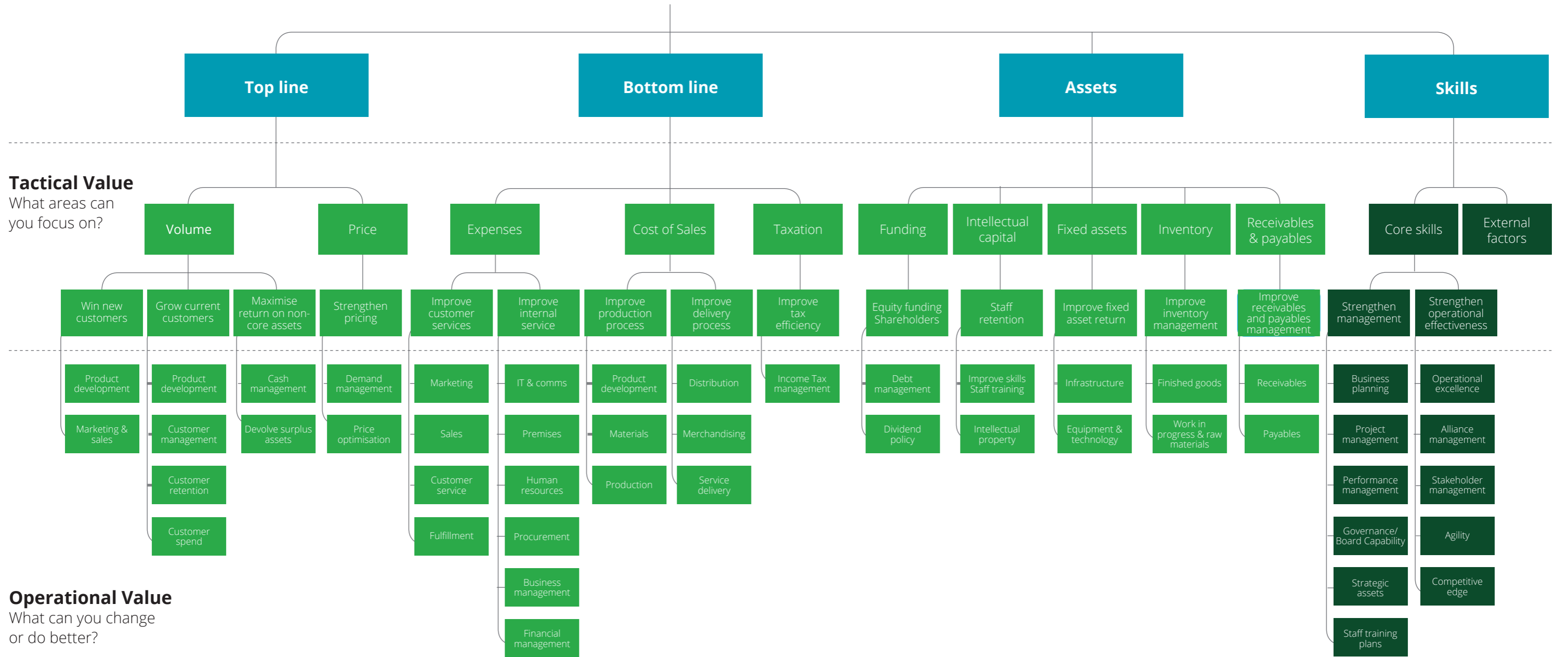


Strategic Value
Where is value created?

GrowthPLUS™ Value

(Describe what success will be for your business)



Operational Value
What can you change or do better?

GrowthPLUS™ Value: How **Strategy** **Commitment** **Capability** create value in your business
