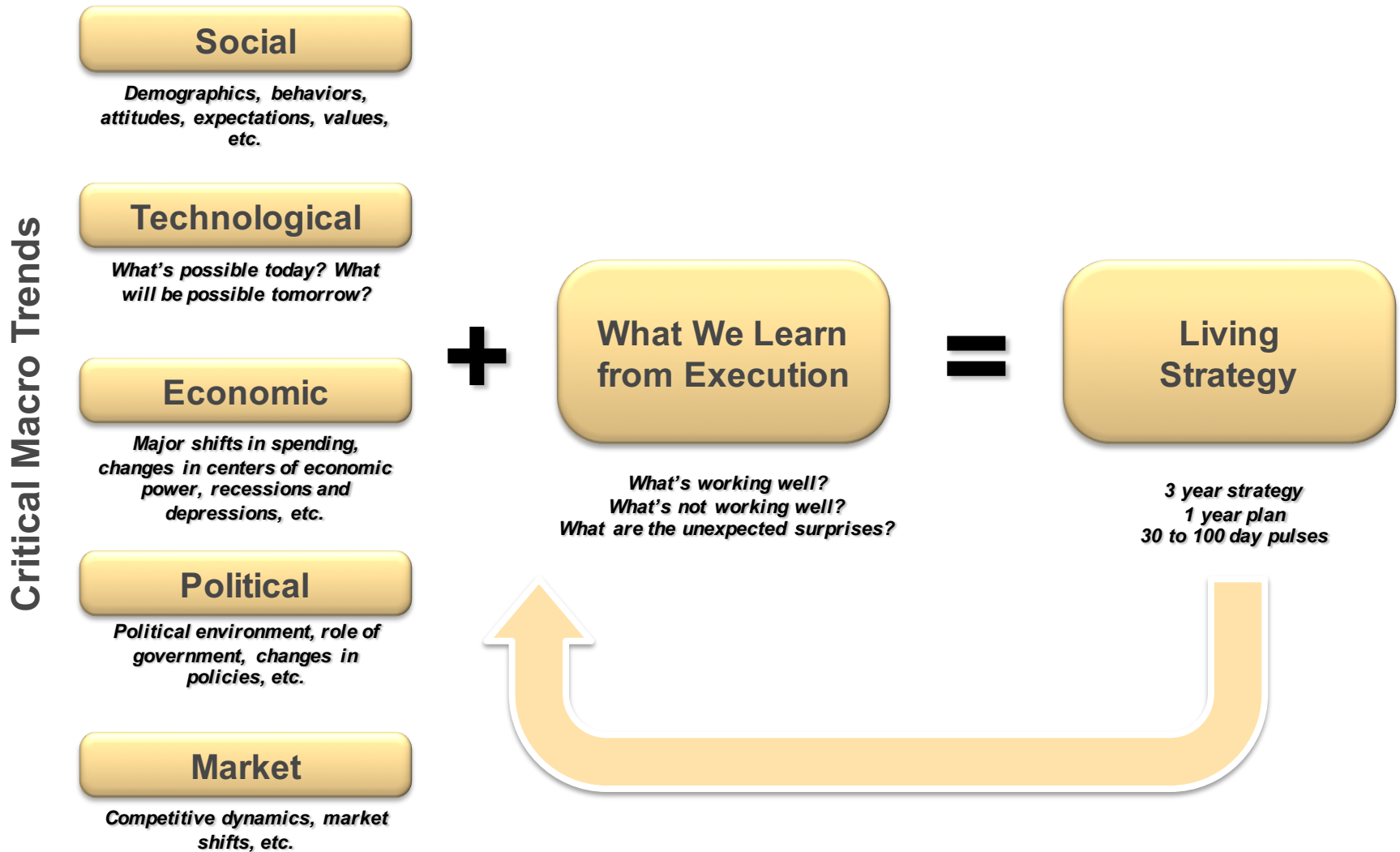


Business Strategy Framework (STEPM)



Living Strategy Components



Balanced Scorecard (illustrative example metrics only)

Employee	Customer	Competition	Shareholder
<p>A world-class execution team</p> <ul style="list-style-type: none">• Talented workforce<ul style="list-style-type: none">• Revenue per employee• Profit per employee• Talentwin rate• Engaged workforce<ul style="list-style-type: none">• Employee engagement > X• No regrettable losses	<p>Game changing customer experience and value</p> <ul style="list-style-type: none">• Rapidly growing customer base<ul style="list-style-type: none">• # customers• Retention rates• \$ per customer• Customer experience and value proposition<ul style="list-style-type: none">• Net Promoter score 70+• Net Promoter 20 pts > nearest competitor• Fastest E2E experience (fastest response, fewest clicks)	<p>Enduring competitive advantage</p> <ul style="list-style-type: none">• %share of sharing captured > 50%• % distribution in-flows locked-up	<p>Revenue growth > market growth</p> <ul style="list-style-type: none">• Revenue growth > 20%• Return on invested capital• Share of total market \$