

# Pyramid of Purpose and Value

**Define Your Business From the Top Down - Build It From The Bottom Up**



## CULTURE

Vision

Mission

Values

Human Element



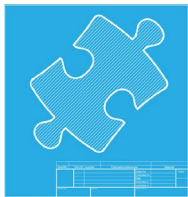
# COMPASS

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Products & Services

Target Market

Operating Systems



# BLUEPRINT FOR SUCCESS

Resources

Performance Measures

Roadmap & Strategy