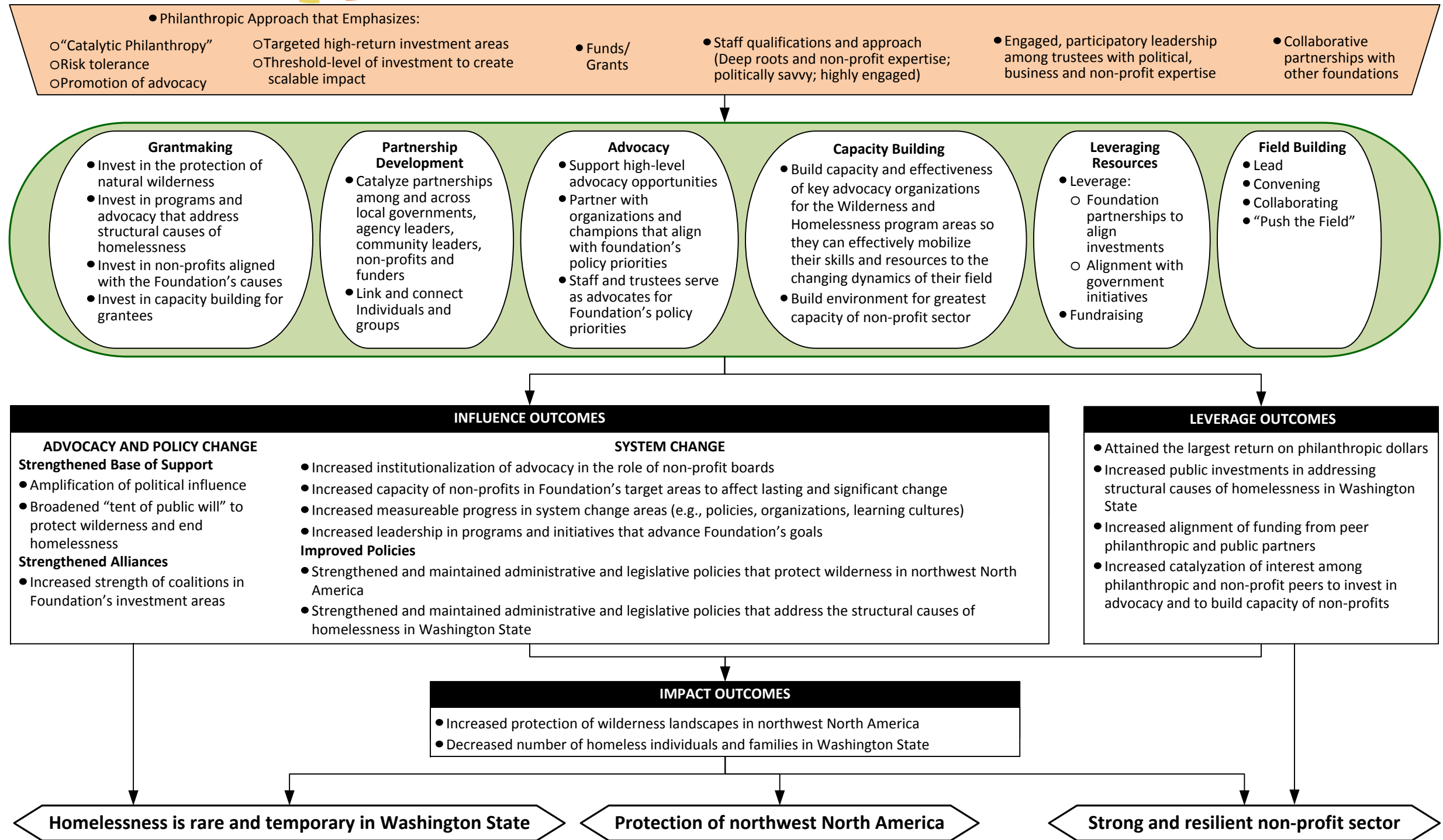


Resources/  
Brand

Strategies

Outcomes

Goal



Resources/  
Brand

Strategies

Interim  
Outcomes

Long-term  
Outcomes

Goal

