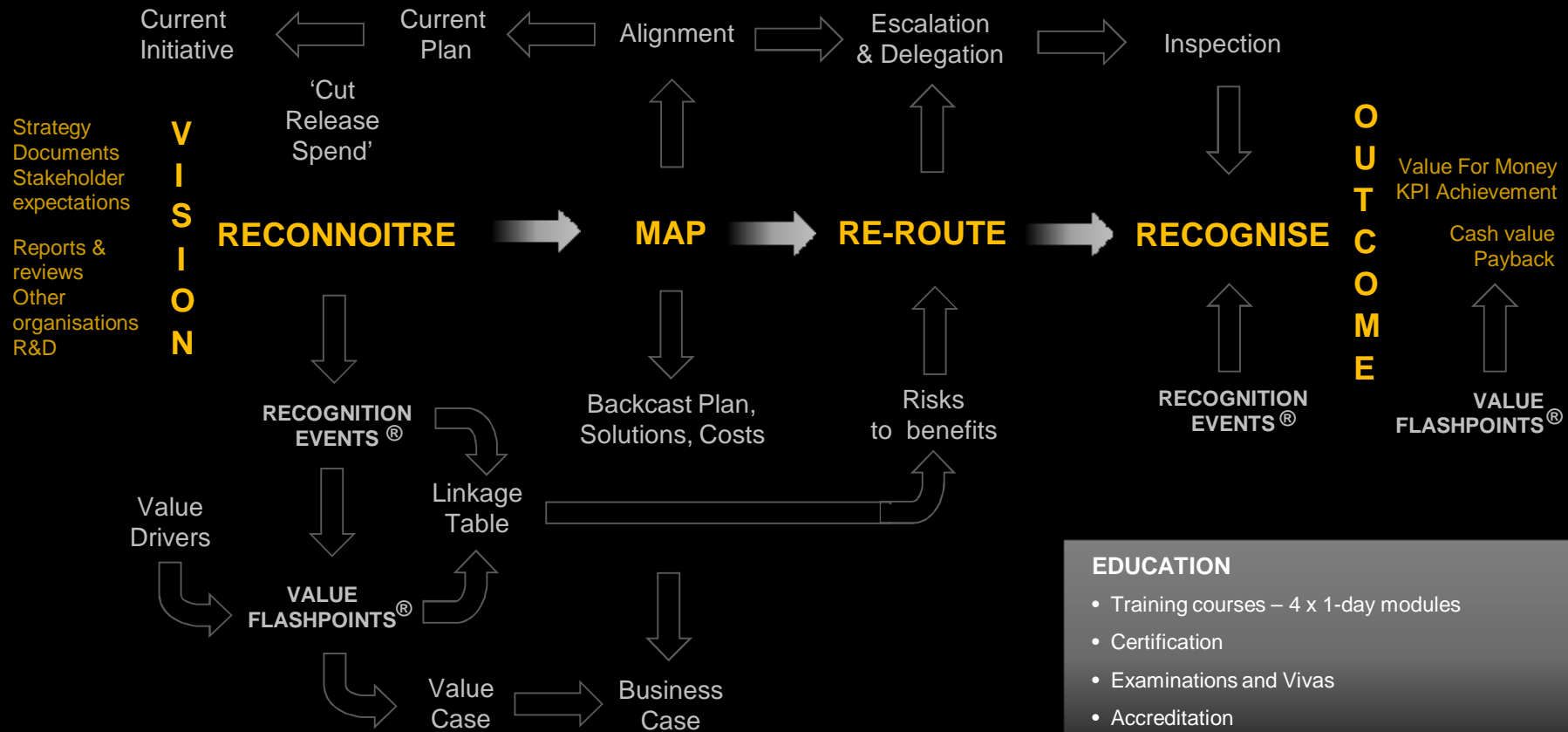


Dimension Four[®] Flow



RECOGNITION EVENTS[®]

- Tangible 'show-me' outcomes
- Real life happenings that tell the sponsor[®] that their expectations have been met
- Sponsors, date, location, context
- Not more number targets
- Built into Performance Objectives

BACKCAST PLAN

The tipping-points which we got right that caused the success

VALUE FLASHPOINTS[®]

- Tangible 'show-me' financial outcomes
- Changes (benefits) in cash flows
- Sponsor, date, location, context
- Caused by changes in business operation (Recognition Events[®])