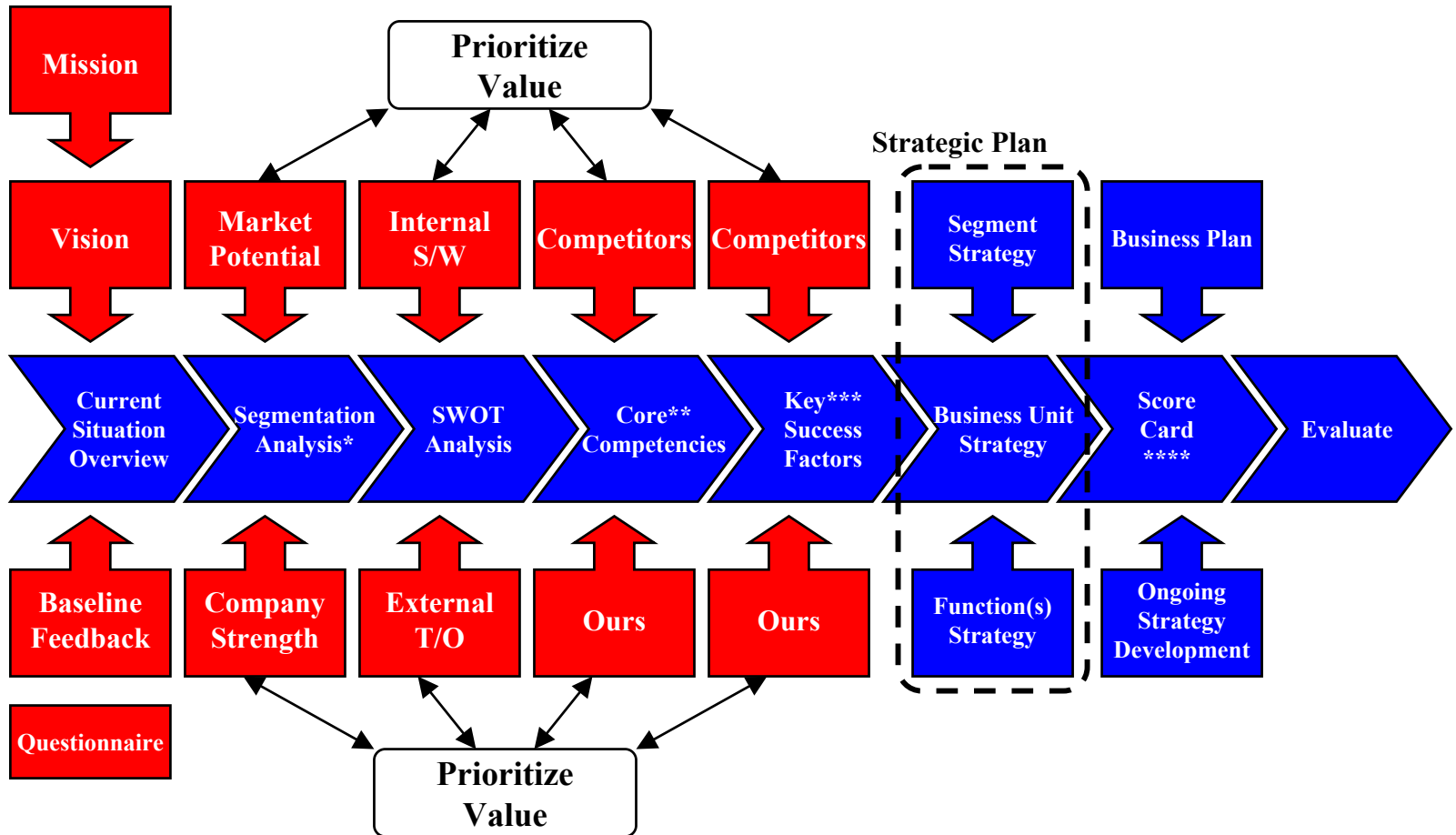


The BDI Process



- * ~ What markets / customers do we serve profitably
- ** ~ What we do really well - Best in Class relative to our target industry
- *** ~ What the market / customer demands we do well (Order Winners / Qualifiers)
- **** ~ What is important to measure our progress

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