

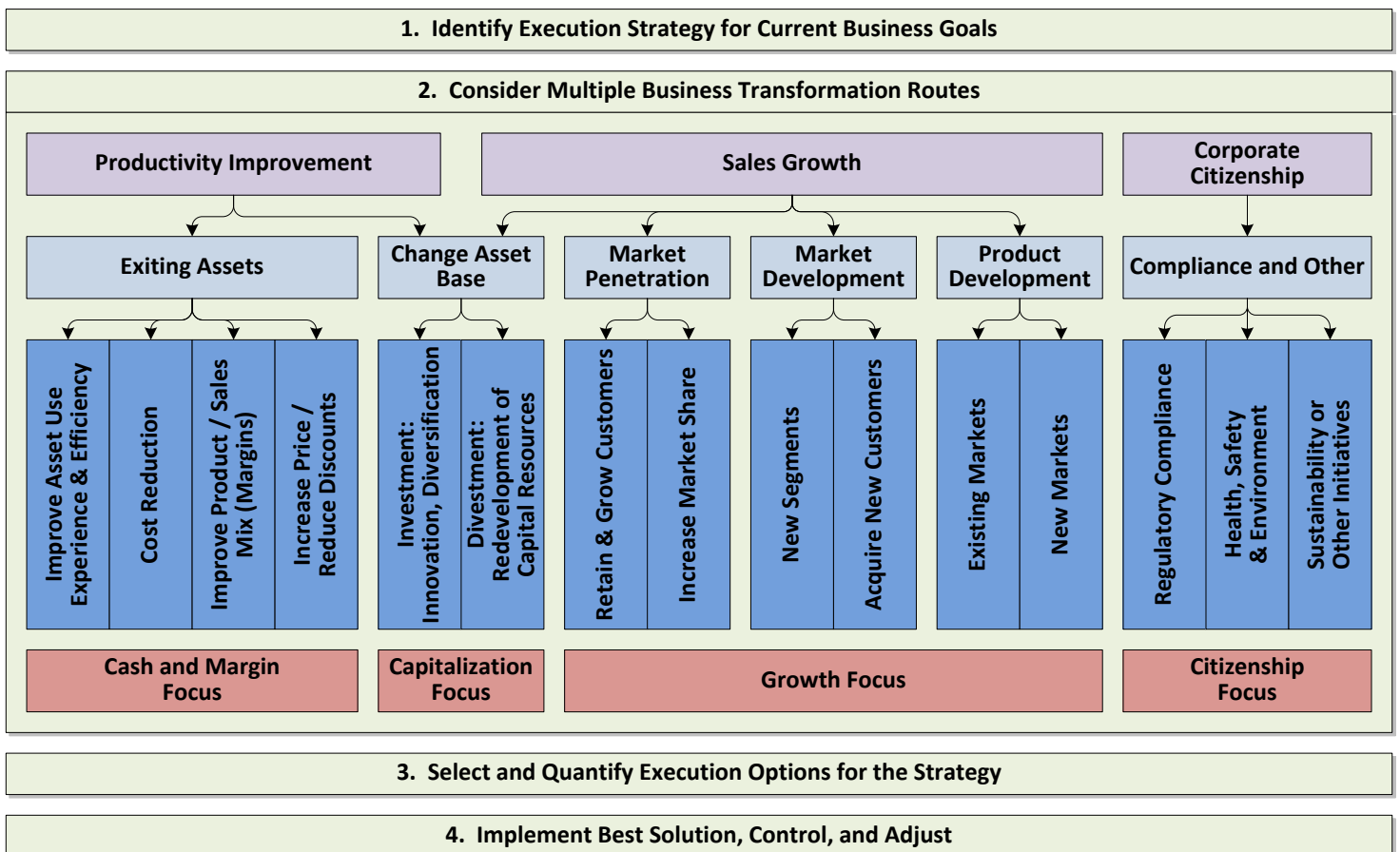
PROFIT MAPPING STEPS

“Success only comes with operational excellence that is properly aligned with strategy. The challenge is knowing what actions to take and when to take them - navigating without knowing the impact of your actions on the bottom line is a risk you can't afford to take. Profit Mapping delivers a forward-looking management decision tool that allows you to proactively navigate business strategy and execution.”

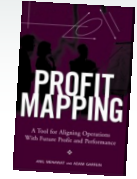
– Menawat & Garfein, Profit Mapping, McGraw-Hill, 2006

CLARIFY EXECUTION STRATEGY AND GOALS

- Business goals are attainable by many routes
- Select “Execution Strategy” for current business goals
- Identify and analyze “Execution Options” for the strategy



IDENTIFY AND ANALYZE EXECUTION OPTIONS



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