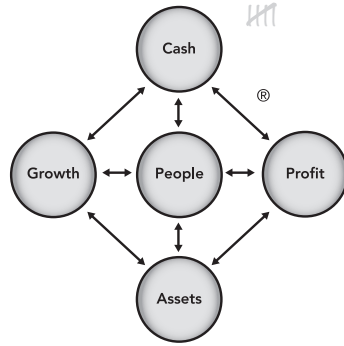


EXECUTIVE ALIGNMENT

INSTRUCTIONS

As you listen to or review a message from an executive, such as an earnings call or a company-wide email, keep track of how many times a business driver is referenced by creating a hash mark next to the corresponding circle and then total your results below.



TOTALS

Cash	Growth
Profit	People
Assets	

CONSIDERATIONS

1. Which business drivers seemed to get the most attention and why?

2. What were the two or three main points the executives(s) was trying to make?

3. What are the goals and objectives going forward?

4. Based on what you've learned, how will this information influence your action/approach?
