

Strategy Map

Comparison Set: Who are we being compared to?

Orthodox: What ‘Conventional Operations’ are Below Median Compared to the Industry and need to be addressed?

Unique Differentiators	Customer Experiences (Statements)	Strategic Priorities	Metrics
<p>TRUE COMPETITIVE ADVANTAGES (Passed RBA)</p>	<p>WHAT DO YOU WANT TO HEAR CUSTOMERS SAY ABOUT OUR “TRUE COMPETITIVE ADVANTAGE”????</p>	<p>What must WE do to Achieve (Project Plans)</p>	<p>WHAT EMPLOYEE ACTIVITIES DO WE BELIEVE WILL LEAD TO ACHIEVING WHAT WE WANT TO HEAR CUSTOMERS SAY ABOUT THIS ADVANTAGE?</p> <p>We are saying that as the NUMERATOR goes up (or down sometimes) the better off we think MW will be!</p>