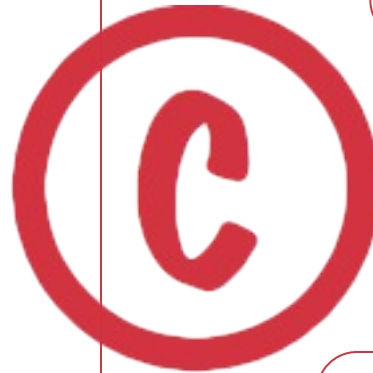


STRATEGY GENIUS™ SCORECARD

METRICS

Product Line SBU	WORK IN PROCESS
Served market	TBD
Vision	TBD
Served market size	TBD
Share of Market [SoM]	TBD
ASP	TBD
Manufacturing capacity	TBD
Yield	TBD
Number of Products	TBD
N° target accounts	TBD
Industry growth rate	TBD



SEE STRATEGY FIRST

See | Think | Act

STRATEGIC OPTIONS

- Midas Touch ~ Grow market size
- David versus Goliath ~ Attack the market leader
- Game of Inches ~ Grow market share**
- King of the Hill ~ Protect market share
- Wolves at the Door ~ Regain market share

TACTICS

- Change Strategy Gameboard
- Most useful endeavor of the exercise
- Drive strategy

SEE STRATEGY FIRST

Please bear with me, as I prepare a third example, meant to be quite different from either of the first two.