

**Stakeholder**

**Perspective**

**Strategy Screen**

**Mission Screen**

**EXPERIMENTATION**

**Short Term Objectives**

**Short Term Objectives**

**Short Term Objectives**

**Learning and Growth Perspective**

**HERE & NOW**

**Customer**

**Perspective**

**Learning and Growth   
Perspective**

**FROM**

**TO**

**FROM**

**TO**

**BIG IDEA**