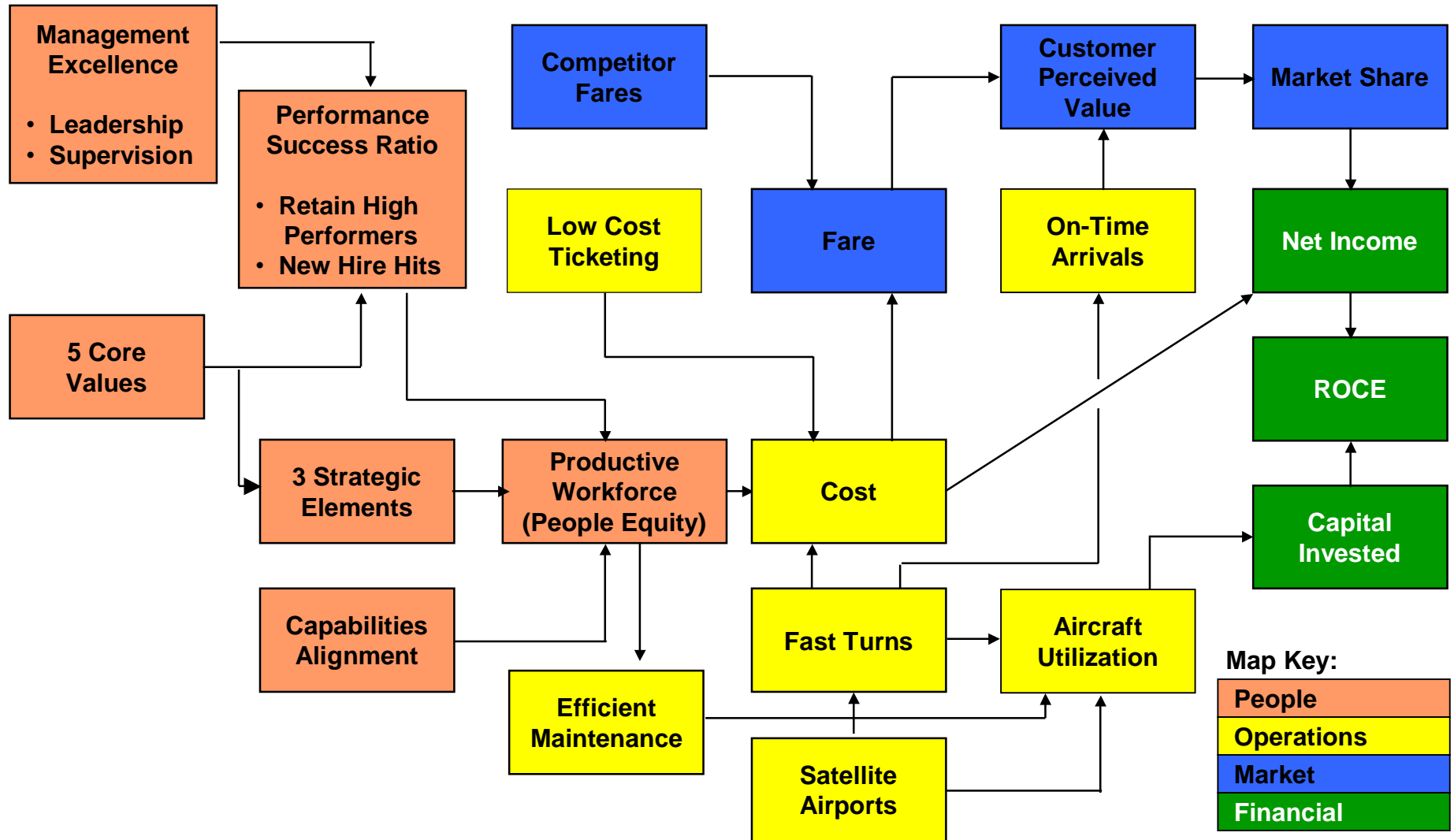


Strategic Scorecard, But Not A Story

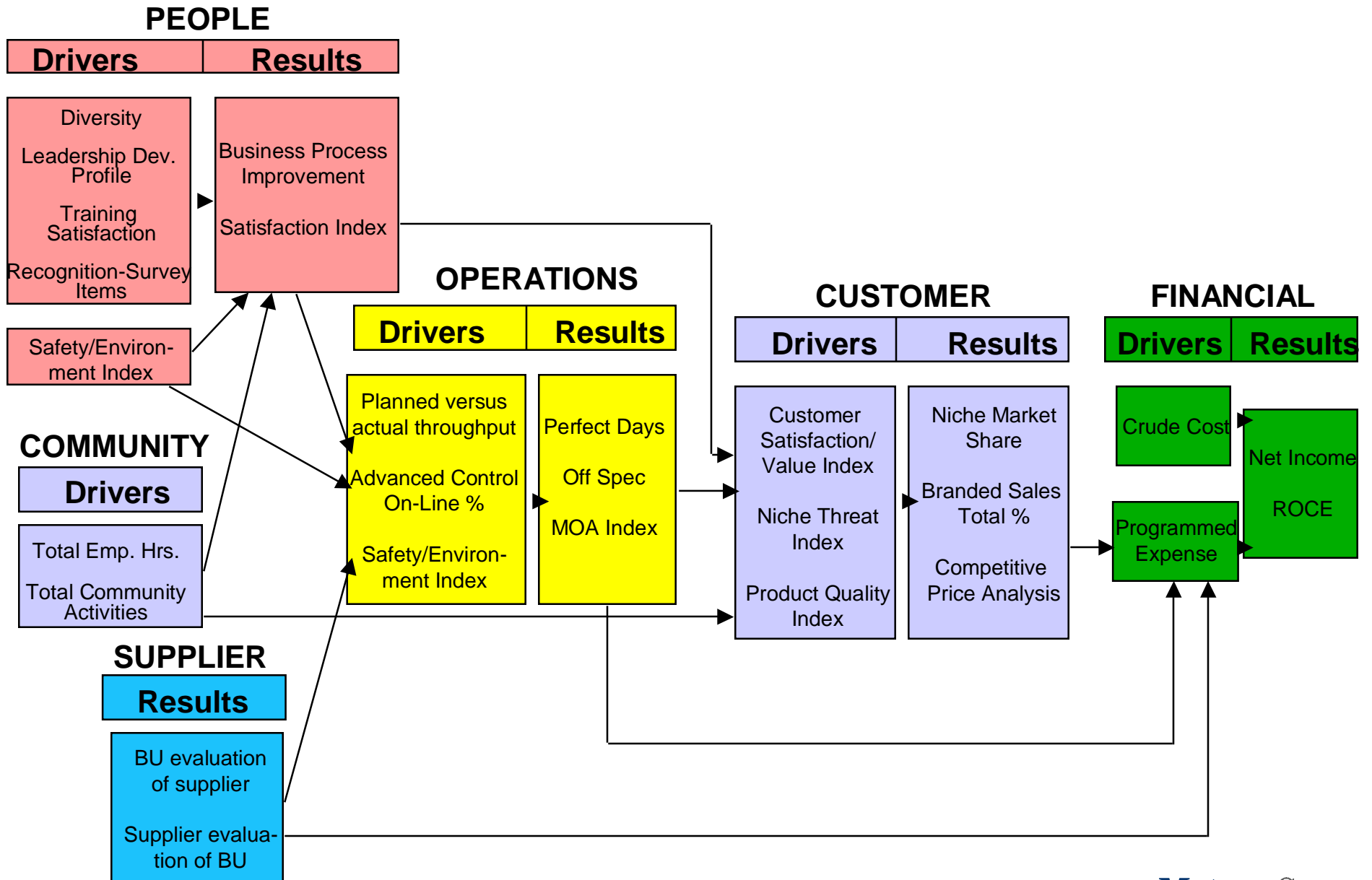
STRATEGIC PERFORMANCE MEASURES

Adaptability	Market	People	Environment	Finance	Operations
CRITICAL SUCCESS GAUGES					
<ul style="list-style-type: none"> • % of revenue from new markets • Product/service innovation • New customer growth 	<ul style="list-style-type: none"> • Fare • Customer perceived value • Market share in each product line • Competitor Pricing • Customer retention 	<ul style="list-style-type: none"> • Productive workforce • Performance success ratio • Capabilities alignment • Core values • Management Excellence 	<ul style="list-style-type: none"> • Assets lost • Safety record • Site/flight security • Regulatory compliance 	<ul style="list-style-type: none"> • Net Income • ROCE • Capital invested • Utilization 	<ul style="list-style-type: none"> • On-time arrivals • Cost • Fast turns • Satellite locations • Efficient maintenance

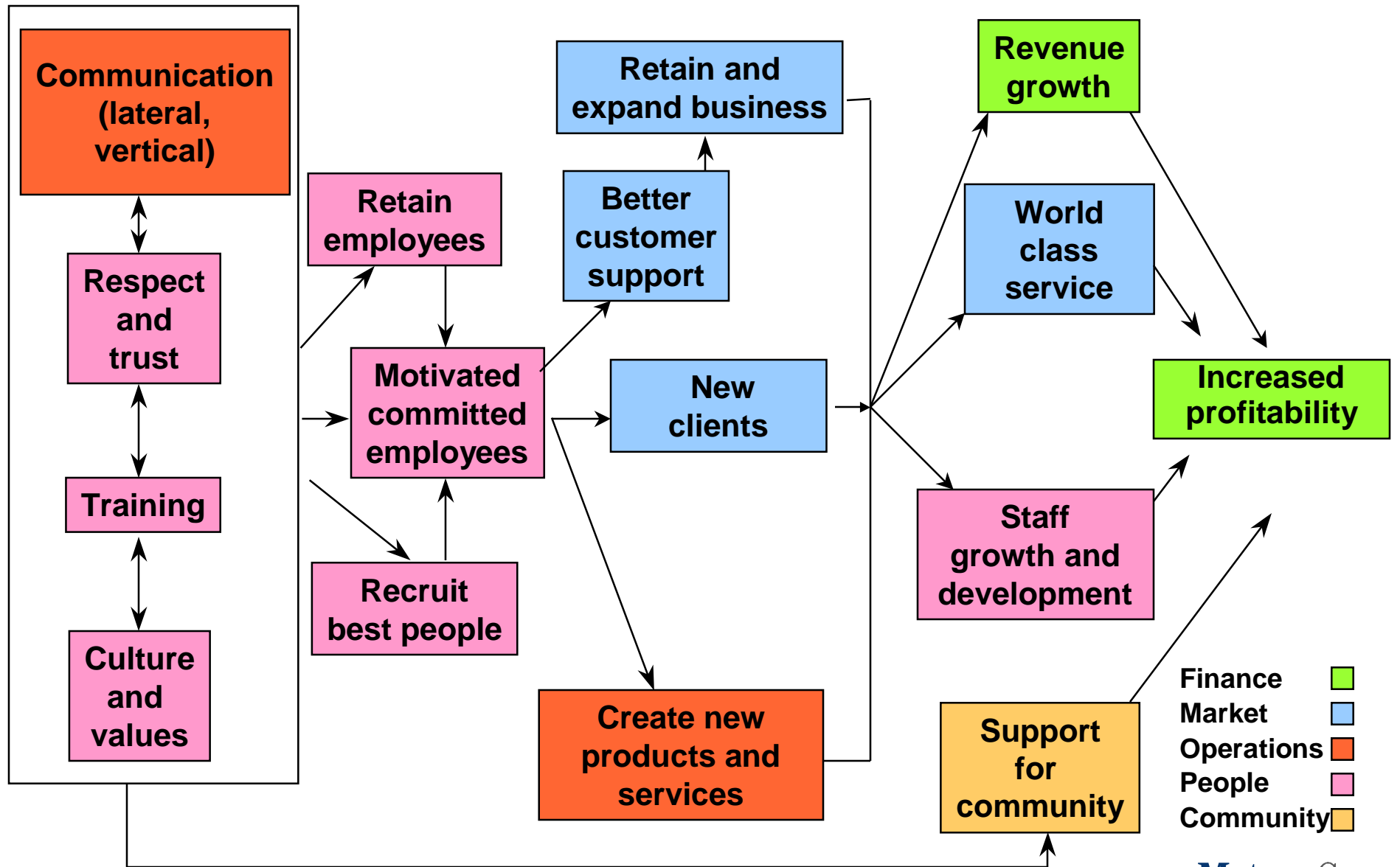
Strategy Business Map



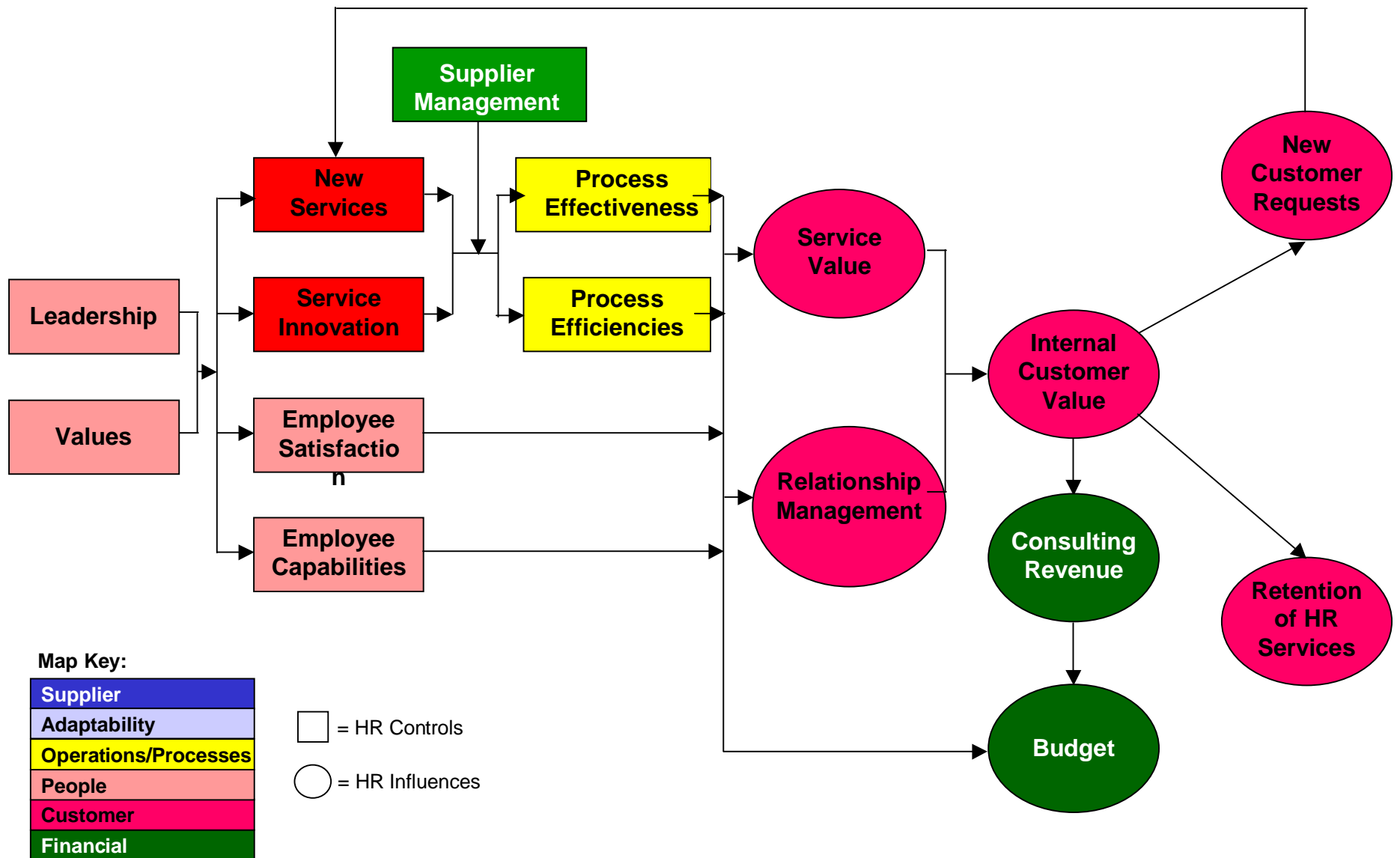
Sample Energy Strategy Map



Sample Professional Services Strategy Map



Sample Human Resources Strategy Map



Sample Strategy Map

