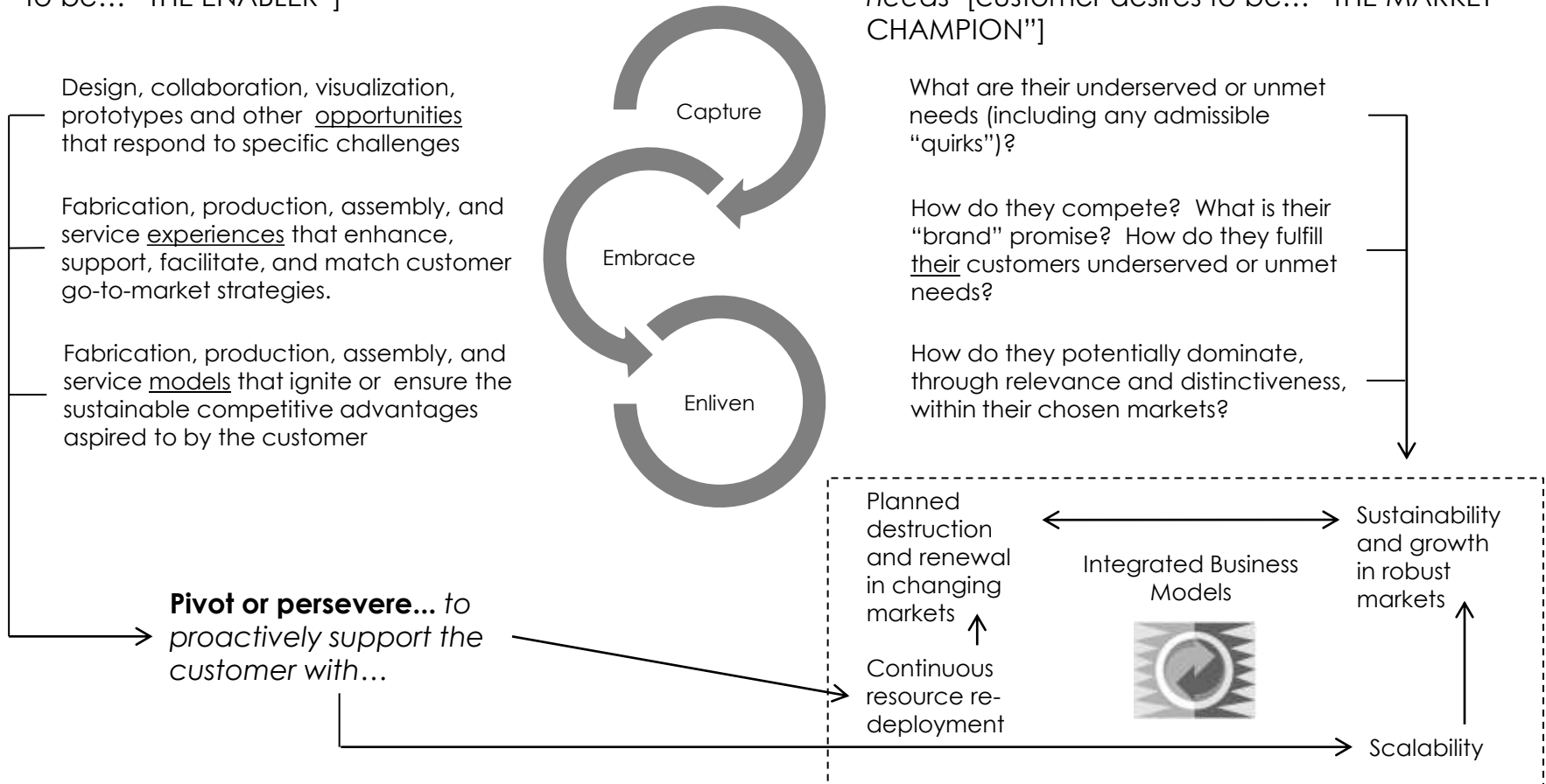


Gaining Agility... While Building Deep Customer Relationships

Validate learning... based on an iterative process, serving the needs of targeted customers [supplier desires to be... "THE ENABLER"]

Deepen understanding (of targeted customers)... based on an increasingly validated hypothesis about their specific needs [customer desires to be... "THE MARKET CHAMPION"]



ADAPTIVE ORGANIZATIONS (both supplier and customer desire to be... "NIMBLE ENTERPRISES")