



LONG-TERM PLANNING



Opportunities

- 1
- 2
- 3
- 4

Threats

- 1
- 2
- 3
- 4



2003 QUARTERLY PLANNING



Opportunities

- 1
- 2
- 3
- 4

Threats

- 1
- 2
- 3
- 4

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (10-25 YRS.) (Why)	TARGETS (3-5 YRS.) (Where)	GOALS (1 YR.) (What)
1		Revenues	Yr Ending
2		Net Income	Revenues
3		Sandbox	Gross Margin
4			EBITDA
			Net Income
			Cash
			Employees
			Rev./Emp.
			Utilization
Rules	Actions	Thrusts/Capabilities	Key Initiatives
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	BHAG	Smart Numbers	Critical Numbers
7	X-Factor	Brand Promise	Theme

ACTIONS (1Q) (How)	ACTIONS (2Q) (How)	ACTIONS (3Q) (How)	ACTIONS (4Q) (How)
Qtr Ending	Qtr Ending	Qtr Ending	Qtr Ending
Revenues	Revenues	Revenues	Revenues
Gross Margin	Gross Margin	Gross Margin	Gross Margin
EBITDA	EBITDA	EBITDA	EBITDA
Net Income	Net Income	Net Income	Net Income
Cash	Cash	Cash	Cash
Employees	Employees	Employees	Employees
Rev./Emp.	Rev./Emp.	Rev./Emp.	Rev./Emp.
A/R Days	A/R Days	A/R Days	A/R Days
Rocks	Rocks	Rocks	Rocks
1	1	1 Rock #1	1
2	2	2 Rock #2	2
3	3	3 Rock #3	3
4	4	4 Rock #4	4
5	5	5 Rock #5	5
Critical Sub Numbers	Critical Sub Numbers	Critical Sub Numbers	Critical Sub Numbers
Celebration/Reward	Celebration/Reward	Celebration/Reward	Celebration/Reward



3Q03 ACCOUNTABILITY

Rocks

1	Rock #1	Joe
2	Rock #2	Tom
3	Rock #3	Jay
4	Rock #4	Bob
5	Rock #5	Moe



3Q03 ACCOUNTABILITY

Rocks

Rock #1	Joe
Rock #2	Tom
Rock #3	Jay
Rock #4	Bob
Rock #5	Moe



ACCOUNTABILITY (3Q) (CEO)	ACCOUNTABILITY (3Q) (VP Sales & Marketing)	ACCOUNTABILITY (3Q) (VP Operations & Training)	ACCOUNTABILITY (3Q) (VP Finance & Admin)
1 Rock 5 Reward	1 Rock 3 Reward	1 Reward	1 Reward
2 Rock 1 Goal A Reward	2 Rock 2 Goal A Reward	2 Reward	2 Reward
3 Rock 3 Goal A Reward	3 Reward	3 Reward	3 Reward
4 Reward	4 Reward	4 Reward	4 Reward
5 Reward	5 Reward	5 Reward	5 Reward
ACCOUNTABILITY (3Q) (Tony)	ACCOUNTABILITY (3Q) (Steve)	ACCOUNTABILITY (3Q) (Jim)	ACCOUNTABILITY (3Q) (Carol)
1 Reward	1 Reward	1 Rock 1 Goal B Reward	1 Reward
2 Reward	2 Reward	2 Reward	2 Reward
3 Reward	3 Reward	3 Reward	3 Reward
4 Reward	4 Reward	4 Reward	4 Reward
5 Reward	5 Reward	5 Reward	5 Reward

ACCOUNTABILITY (3Q) (Joe)	ACCOUNTABILITY (3Q) (Mike)	ACCOUNTABILITY (3Q) (Tom)	ACCOUNTABILITY (3Q) (Bob)
1 Rock 1 Reward	1 Rock 2 Goal C Reward	1 Rock 2 Reward	1 Rock 4 Reward
2 Rock 2 Goal B Reward	2 Reward	2 Reward	2 Reward
3 Reward	3 Reward	3 Reward	3 Reward
4 Reward	4 Reward	4 Reward	4 Reward
5 Reward	5 Reward	5 Reward	5 Reward
ACCOUNTABILITY (3Q) (Peter)	ACCOUNTABILITY (3Q) (David)	ACCOUNTABILITY (3Q) (Mark)	ACCOUNTABILITY (3Q) (Dorothy)
1 Rock 1 Goal C Reward	1 Reward	1 Rock 2 Goal D Reward	1 Rock 2 Goal E Reward
2 Rock 1 Goal D Reward	2 Reward	2 Reward	2 Reward
3 Reward	3 Reward	3 Reward	3 Reward
4 Reward	4 Reward	4 Reward	4 Reward
5 Reward	5 Reward	5 Reward	5 Reward