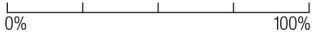
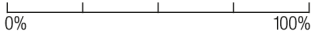

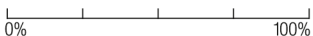

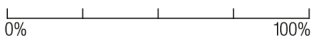
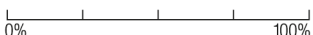
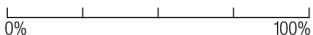
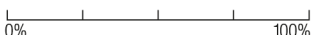


	SIMPLICITY STATEMENT	SCALE OF AGREEMENT
1	We have a clear strategic intent that, in simple, every day terms, articulates how we will succeed	
2	As a management team we have identified a handful of objectives (3-6) that drive our focus and activity	
3	We have an over-arching #1 goal that is the ultimate driver of our decisions	
4	We have crystal-clear accountabilities across the business and managers are never concerned that they're stepping on someone else's toes	
5	We have minimized the number of management layers – there is no further room for improvement	
6	Managers know exactly how to seek approval for a major decision or investment	
7	Our planning process is short, sharp and effective, taking only a few weeks to complete	
8	When an initiative or business activity isn't working it is quickly improved or killed – we do not allow problems to fester	
9	We minimize the number of formal meetings and senior managers' time is focused on delivering a great customer experience	
10	This is not a political organization. Everyone feels free to have their say, and we all feel as if we're on the same side	