

Exhibit Turning a mission into an agenda

Business processes	Critical success factors							Count	Quality = Performance
	Best-of-breed product quality	New products that satisfy market needs	Excellent suppliers	Motivated, skilled workers	Excellent customer satisfaction	New business opportunities	Lowest delivered cost		
P1 Research the marketplace							3	C	
P2 Measure customer satisfaction							4	D	
P3 Advertise products							3	B	
P4 Monitor competition							6	D	
P5 Measure product quality							5	C	
P6 Educate vendors							4	E	
P7 Train employees							6	C	
P8 Define new product requirements							4	C	
P9 Process customer orders							2	B	
P10 Develop new products							6	B	
P11 Monitor customer complaints							3	D	
P12 Negotiate manufacturing designs							5	D	
P13 Define future skill needs							3	C	
P14 Select and certify vendors							5	C	
P15 Promote the company							3	C	
P16 Support installed products							3	B	
P17 Monitor customer or prospect's business							3	E	
P18 Announce new products							3	C	

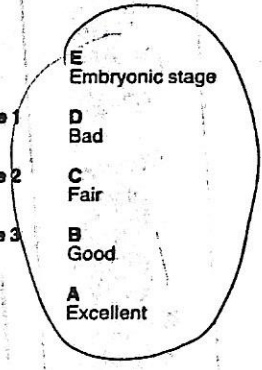
Graphing makes priorities clear

Number of critical success factor impacts

	P4	P7	P10		
					7
					6
	P12	P5			5
P6	P2	P8			4
P17	P11	P1	P16	P3	3
		P13	P15	P16	2
				P9	1
					0
E	D	C	B	A	

Quality scale

Zone 1	
Zone 2	
Zone 3	



P = business process number