

This Map is designed to accelerate the connection between actions you can take and shareholder value. It is not rocket science and it is not complete, but it can jump-start the process of focusing on the things that matter most and then choosing practical ways to get them done.

What You Can Do

(Improvement Levers: Business Processes, Assets and Organizational Capabilities)

- What you provide
- Whom you target and serve
- How you compete
- Where you deploy resources
- Which operations you outsource

- Strengthen governance approaches	advertising and sales processes
- Align resources with strategies	
- Improve business processes	Increase time spent selling
- Hone strategic capabilities	
- Manage tax impacts and opportunities	Tailor marketing and sales approaches to customer segments
- Improve control / reduce risk	
- Collaborate more effectively	
- Satisfy customers, employees and other stakeholders	Improve access to information and production tools

ASD errors through utilization of tax and economic development incentives

many customer and product actions are likely to have heavy IT and HR components.	improving performance	performance
		improve profitability of R&D efforts through

