

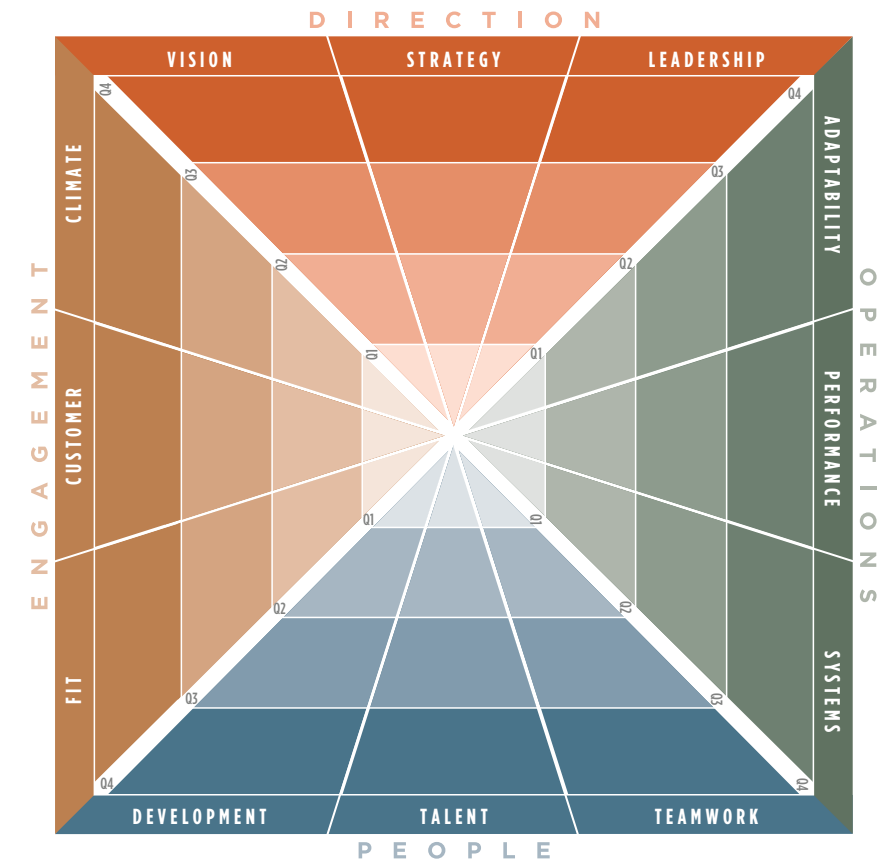
IDENTITY



4 qualitative questions around:
characteristics + purpose + values + change
One-on-one interviews



PERFORMANCE



60 quantitative questions in 4 areas:
direction + operations + people + engagement
NPS + Positivity