

People (Reputation Drivers)

Employees

Customers

Shareholders

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| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
| 3. _____ | 3. _____ | 3. _____ |

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS (5 YRS.) (Where)	GOALS (1 YR.) (What)																																
<p>PRIORITIZE LEARNERS We will be learner centric; listening, to and taking care of our learners, creating a healthy and thriving learning experience. While most colleges place Shareholder and Institutional Value ahead of Learner Value, we will balance Learner Value (LV), Employee Value (EV), Shareholder Value (SV) and Institutional Value (IV).</p> <p>OWN IT W/ URGENCY We, individually and as a team, own our scope of work, deliverables and KPIs with quick resolution; creating a culture of accountability to inspire each other and students to leave no room for complacency.</p> <p>BE PURPOSIVELY NOVEL We will innovate whenever it helps us achieve the Purpose & Goals - even if it's hard. We will not innovate - unless it helps us achieve the Purpose & Goals - even if it's easy.</p> <p>PURSUE EXCELLENCE We pursue excellence for our students, employees, and shareholders. We iteratively measure our progress toward our Purpose, Brand Promise, and Goals for clear sector superiority.</p> <p>COLLABORATE - SMARTER HARDER FASTER We connect and collaborate using smarter digital tools, student centers and unique processes. With dispersed locations, we perform stronger through open communication, receiving and giving support, being proactive and reactive, being trustworthy, and cooperating with one another.</p>	<p>BETTER EXPERIENCES LIVES COUNTRY</p> <p>Better ... enrollment, connection, learning, social, services ... Experience.</p> <p>Better ... prepared, competent, employed, fulfilled ... Lives</p> <p>Better Country thru ... Productive workplaces Contributing Citizens</p>	<table><tr><td>Future Date</td><td>Sep 2026</td></tr><tr><td>Revenues</td><td>P300M (SY 25/26)</td></tr><tr><td>Profit</td><td>+10M, +29M Nil (SY 25/26)</td></tr><tr><td>Students</td><td>7,800 (SY 26/27)</td></tr></table> <p>Sandbox</p> <p>C2/D1 SEC, PH Tertiary, Non-Board Business & Technology Students</p>	Future Date	Sep 2026	Revenues	P300M (SY 25/26)	Profit	+10M, +29M Nil (SY 25/26)	Students	7,800 (SY 26/27)	<table><tr><td>Yr Ending</td><td>Aug 2022</td></tr><tr><td>Revenues</td><td></td></tr><tr><td>Profit</td><td></td></tr><tr><td>Students</td><td>600 CL, 150 CC</td></tr><tr><td>Gross Margin</td><td></td></tr><tr><td>Cash</td><td></td></tr><tr><td>A/R Days</td><td></td></tr><tr><td>Inv. Days</td><td></td></tr><tr><td>Rev./Emp.</td><td></td></tr></table>	Yr Ending	Aug 2022	Revenues		Profit		Students	600 CL, 150 CC	Gross Margin		Cash		A/R Days		Inv. Days		Rev./Emp.							
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	<p>Profit-X</p> <p>CONVERSION - Driven by: Being better understood ... Being more easy to apply, enroll ... Being Engaging ... Balancing Rigor & Fun.</p> <p>BHAG®</p> <p>100 Student Centers in 20 years</p>	<p>Brand Promise KPIs</p> <p>BETTER BRAND top 1/3 biz & tech brand MORE AFFORDABLE <1/2, > 1/4 of direct competitors ... ACCOMMODATES WORK Re-enrollment, Grad' Rates</p> <p>Brand Promises</p> <p>A Better Brand, Affordable, Near Me.</p> <p>A College that accommodates work.</p>	<p>Critical #: Understood Measure</p> <div><div></div><div></div><div>Between green & red</div><div></div></div> <p>Critical #: Easy Measure</p> <div><div></div><div></div><div>Between green & red</div><div></div></div>																																

Core Competencies: DIGITAL LEARNING DONE RIGHT

- Better Technology Stack
- Adaptive ISD Map
- Better Connectivity Experience

... cont'

- Better Learning Experience
- Better Social Experience
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Your Name: _____

Date: _____

Process (Productivity Drivers)

Make/Buy
Sell
Recordkeeping

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| 1. _____ | 1. _____ | 1. _____ |
| 2. _____ | 2. _____ | 2. _____ |
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OBJECTIVES (QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																																					
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Trends

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