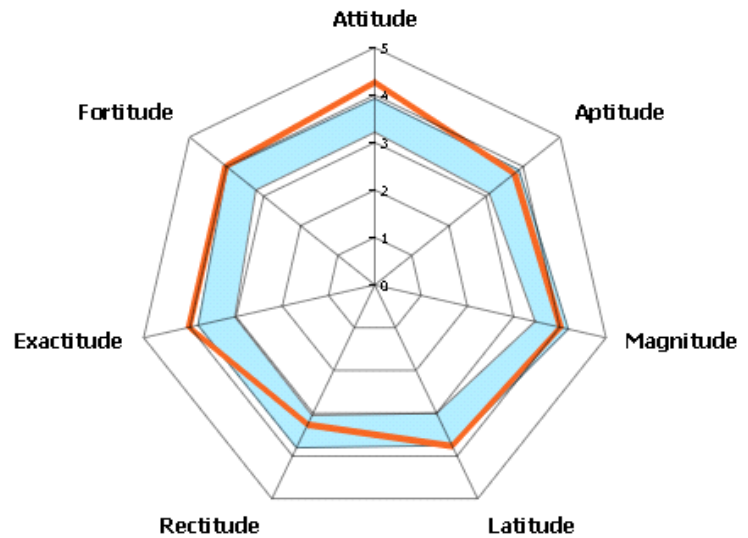


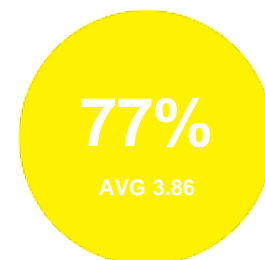
# Seven Tudes Results

The spider graph provides a breakdown of your 'Tudes score by area. The shaded band represents what we call the "Proceed with Caution" area. Based on our research, companies who score outside (higher than) the band are typically successful in their initiative. Scores that land within the band point to potential trouble areas and are those most likely to benefit from using this diagnostic tool to address them prior to undertaking the initiative.



'TUDE	Score	Target	Gap	Go / No Go
Attitude	4.25	3.57	0.68	Go
Aptitude	3.75	3.49	0.26	Caution
Magnitude	4	3.82	0.18	Go
Latitude	3.75	3.38	0.37	Caution
Rectitude	3.25	3.43	-0.18	Caution
Exactitude	4	3.42	0.58	Go
Fortitude	4	3.59	0.41	Go

> 3.9	Full Steam Ahead	Go
3.5 - 3.9	Proceed with Caution	Caution
3.2 - 3.5	Regroup and Reassess	Caution
< 3.2	Do Not Pursue	No Go



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