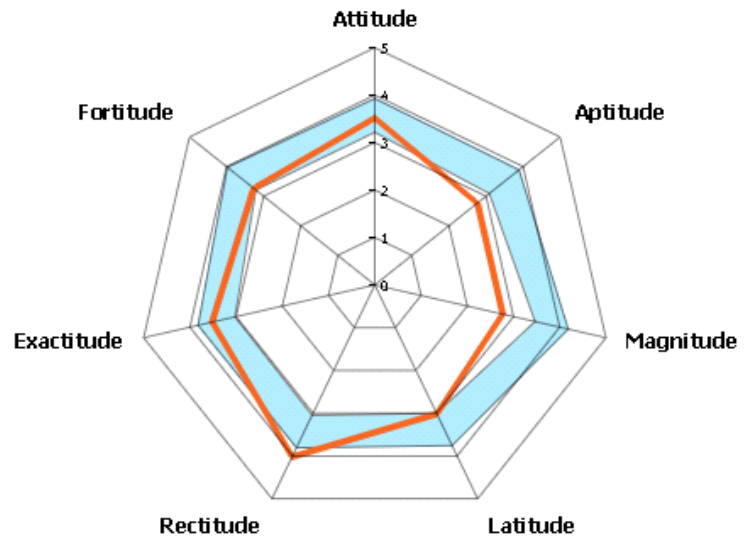


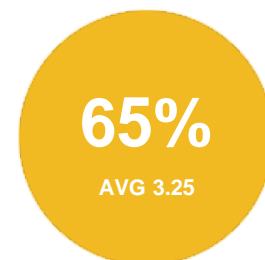
Seven Tudes Results

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 inside (lower than) the band are usually unsuccessful. Scores that land within the band were those that most likely would have benefitted from using this diagnostic tool by identifying and addressing potential pitfalls prior to the undertaking the initiative.



'TUDE	Score	Target	Gap	Go / No Go
Attitude	3.5	3.57	-0.07	Yellow
Aptitude	2.75	3.49	-0.74	Red
Magnitude	2.75	3.82	-1.07	Red
Latitude	3	3.38	-0.38	Red
Rectitude	4	3.43	0.57	Green
Exactitude	3.5	3.42	0.08	Yellow
Fortitude	3.25	3.59	-0.34	Yellow

> 3.9	Full Steam Ahead	Green
3.5 - 3.9	Proceed with Caution	Yellow
3.2 - 3.5	Regroup and Reassess	Orange
< 3.2	Do Not Pursue	Red



For more information visit www.seventudes.com.