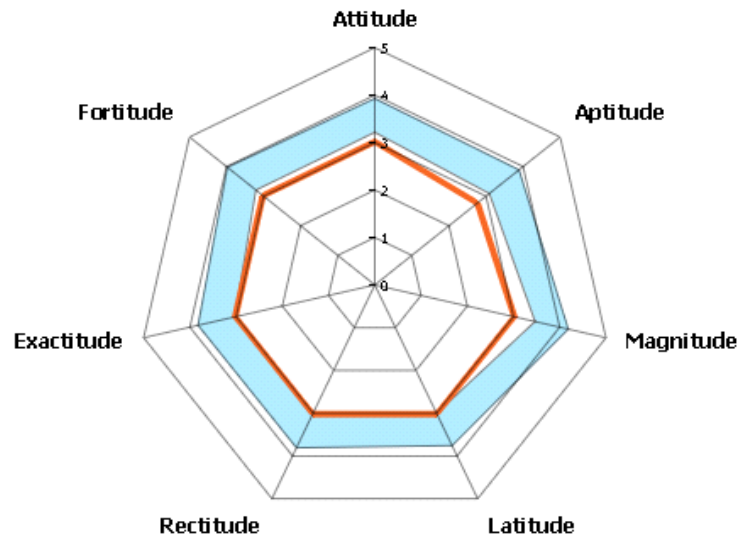


Seven Tudes Results

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 whose scores are outside (higher) than the band typically were successful in their initiative. Scores inside (lower) than the band were 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	3.57	-0.57	
Aptitude	2.75	3.49	-0.74	
Magnitude	3	3.82	-0.82	
Latitude	3	3.38	-0.38	
Rectitude	3	3.43	-0.43	
Exactitude	3	3.42	-0.42	
Fortitude	3	3.59	-0.59	

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

