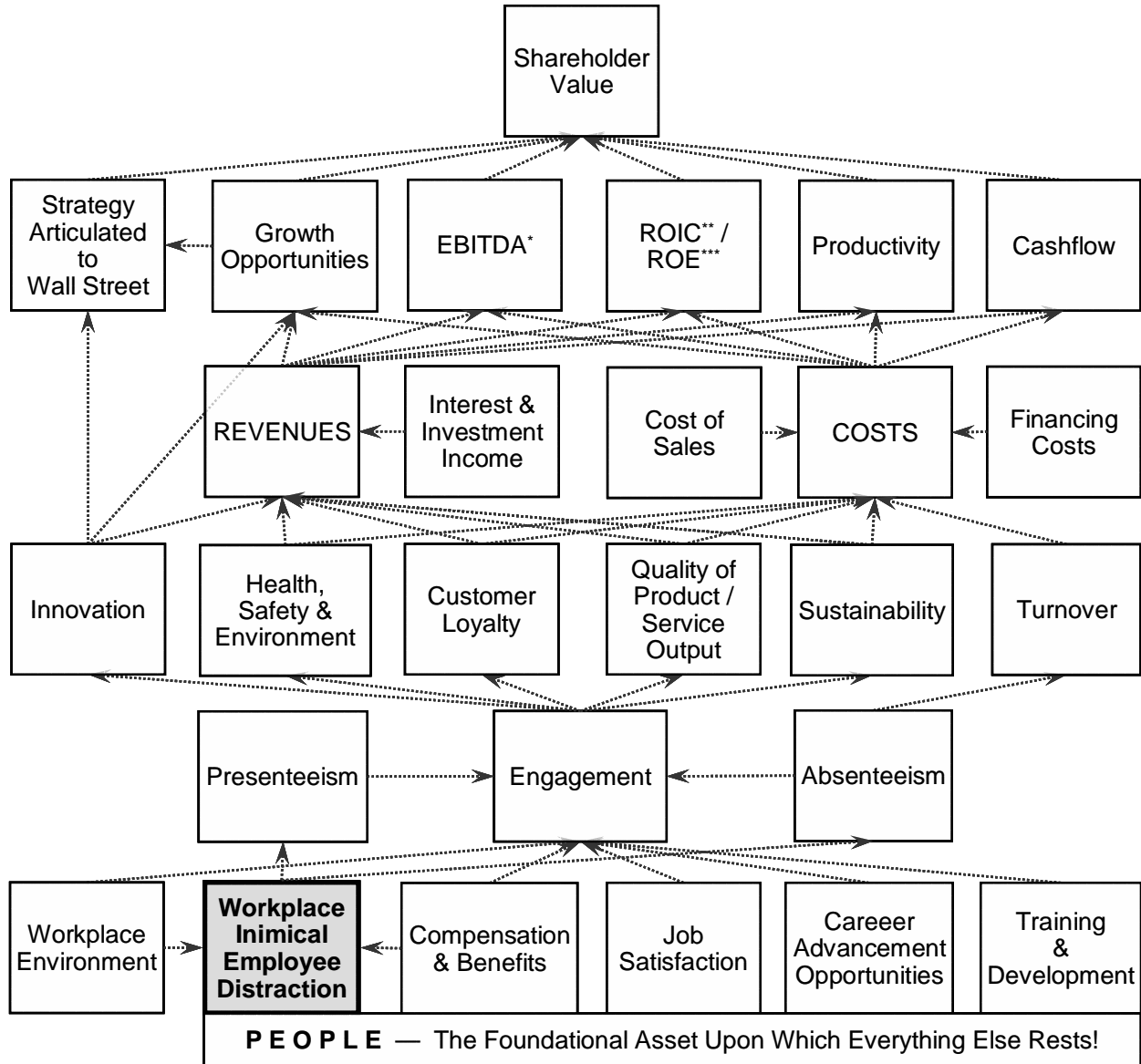


## Hierarchy of Organizational Objectives for Achieving & Sustaining Organizational Performance & Health



The **organizational objective** is to increase/decrease the impact of every item above, toward increasing Shareholder Value.

\* Earnings Before Interests, Taxes, Depreciation & Amortization

\*\* Return on Invested Capital

\*\*\* Return on Equity