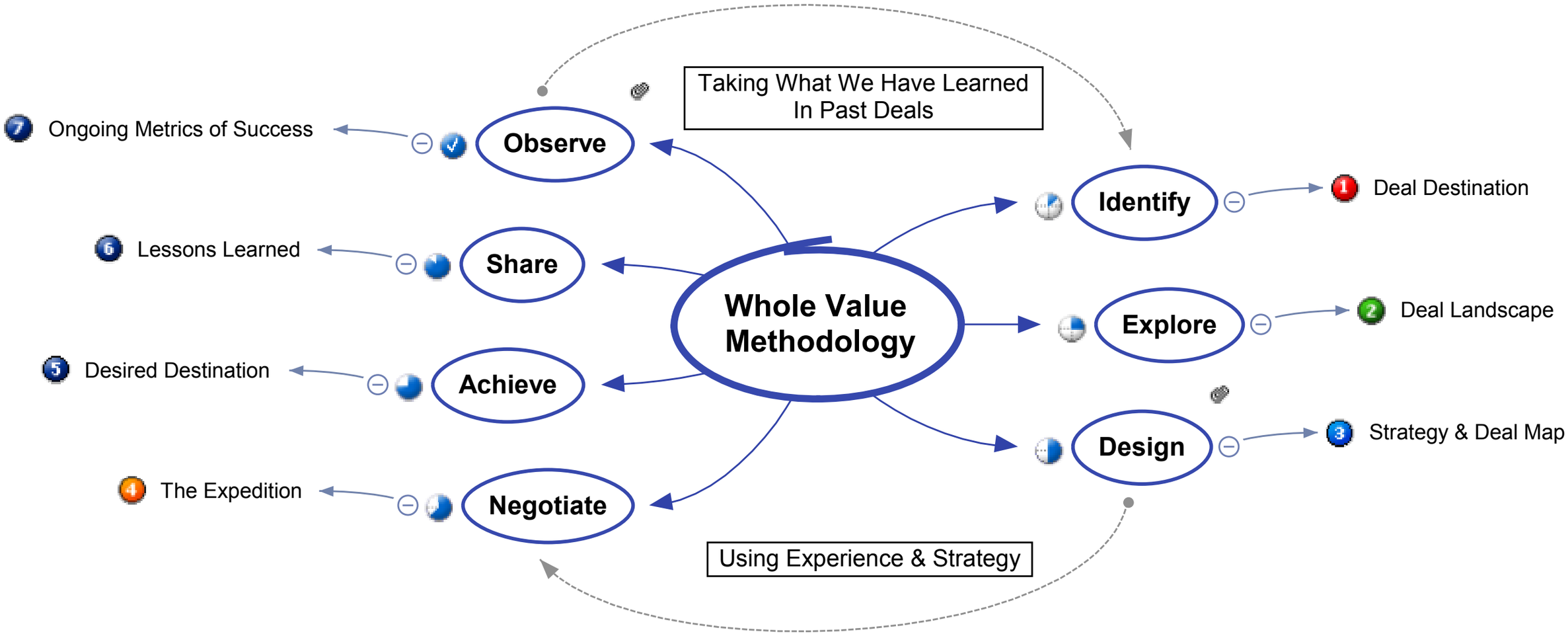
Taking What We Have Learned In Past Deals
Observe
Share
Achieve
Negotiate
Identify
Explore
Design
Whole Value Methodology
Using Experience & Strategy
7 Ongoing Metrics of Success
6 Lessons Learned
5 Desired Destination
4 The Expedition
1 Deal Destination
2 Deal Landscape
3 Strategy & Deal Map