



SALES

- Profitabic Growth
- Strategic Customers
- Refention



OPERATIONS / SEAVICE

- Efficiency
- Ouality & Service
- Safety & Compliance



ENGINEERING / PRORUCT

- Value Delivery
- Ouality & Rellablicy
- Innovation Impact
- Strategic Execution



G&A/ CORPORATE FURCTIOAS

- Financial Performante
- Falent & Engagement
- Rish & Compliance
- Operational Excellence



SHARED-FOUNDATION

- Company Performance
- Aligned Incentives
- Ownership Mindset



Better Decisions

Stronger Performance

Higher Retention

Greater Value Creation