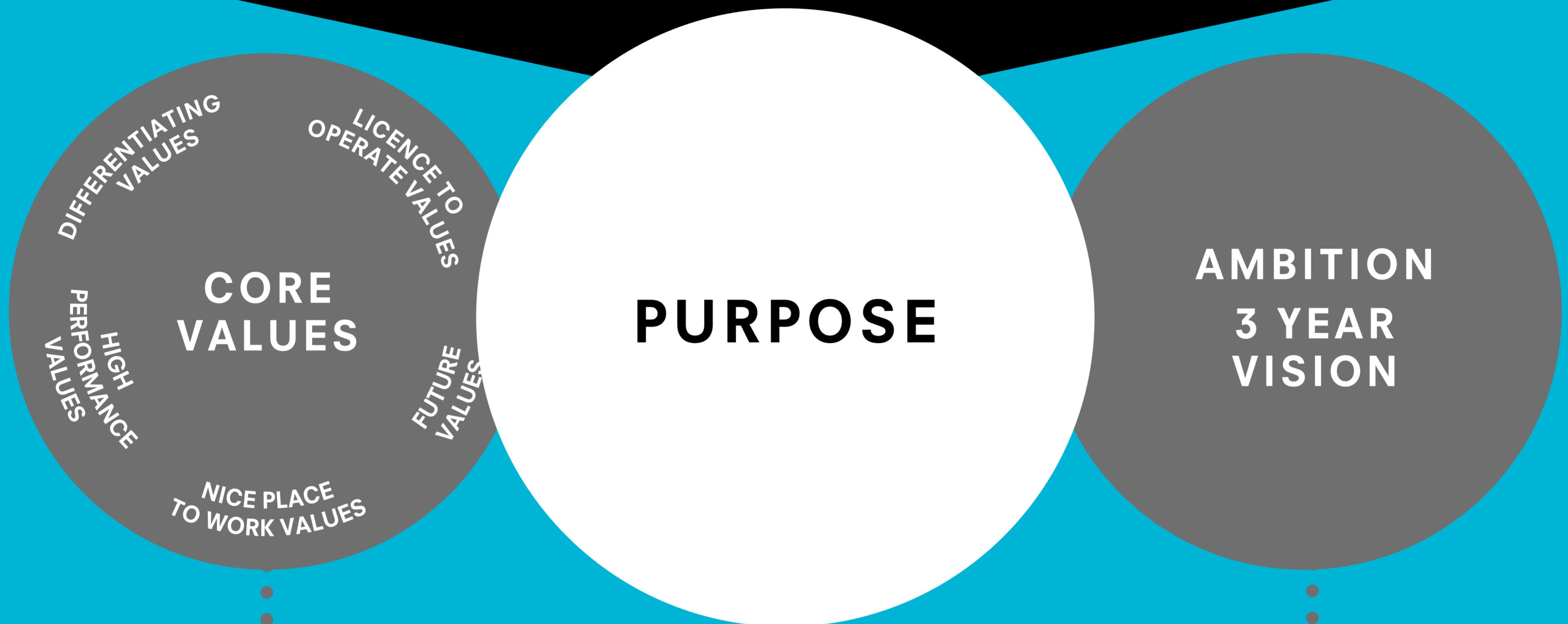


TRUE NORTH

10-20 YEAR VISION
BIG HAIRY AUDACIOUS GOAL



OPERATING PRINCIPLES

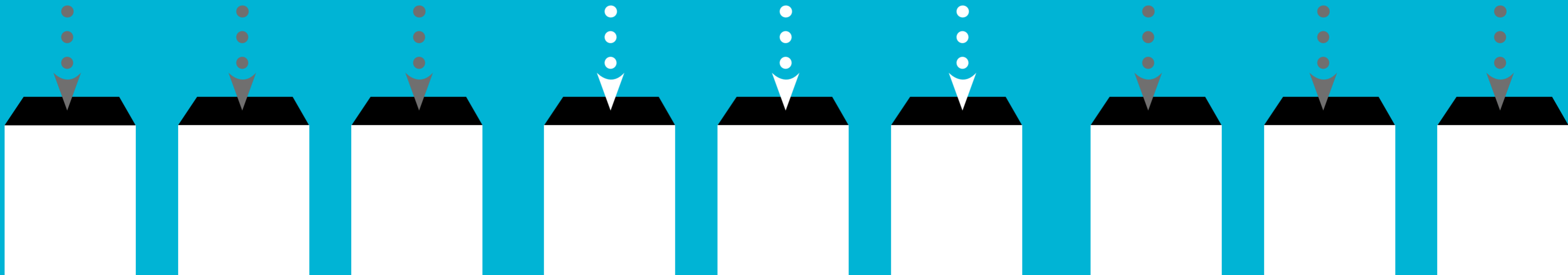
MISSION

STRATEGIC PRIORITIES

BEHAVIOURS

BRAND PROMISE

OBJECTIVES AND KEY RESULTS



INTERPRETED BY DIVISIONS OR DEPARTMENTS



INTERPRETED BY INDIVIDUALS