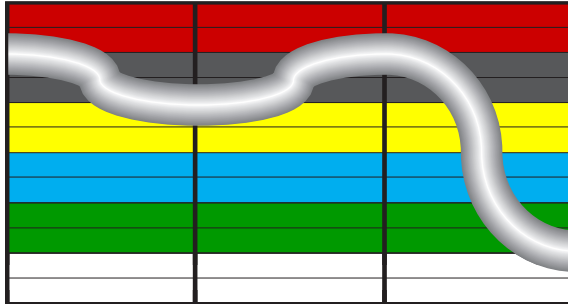


Phase 1-5 — Layer 9: Precision Mapping



the emotional and intellectual relationship between a person and a new alternative.

the process of determining value.

The Four Forms of Value

- ... the change directly supports life ...
- ... the change offers a financial advantage ...
- ... the change supports the human community ...
- ... the change contributes to the enjoyment of life ...

How Valuable are Your Products/Services?

In what ways do YOU provide value?