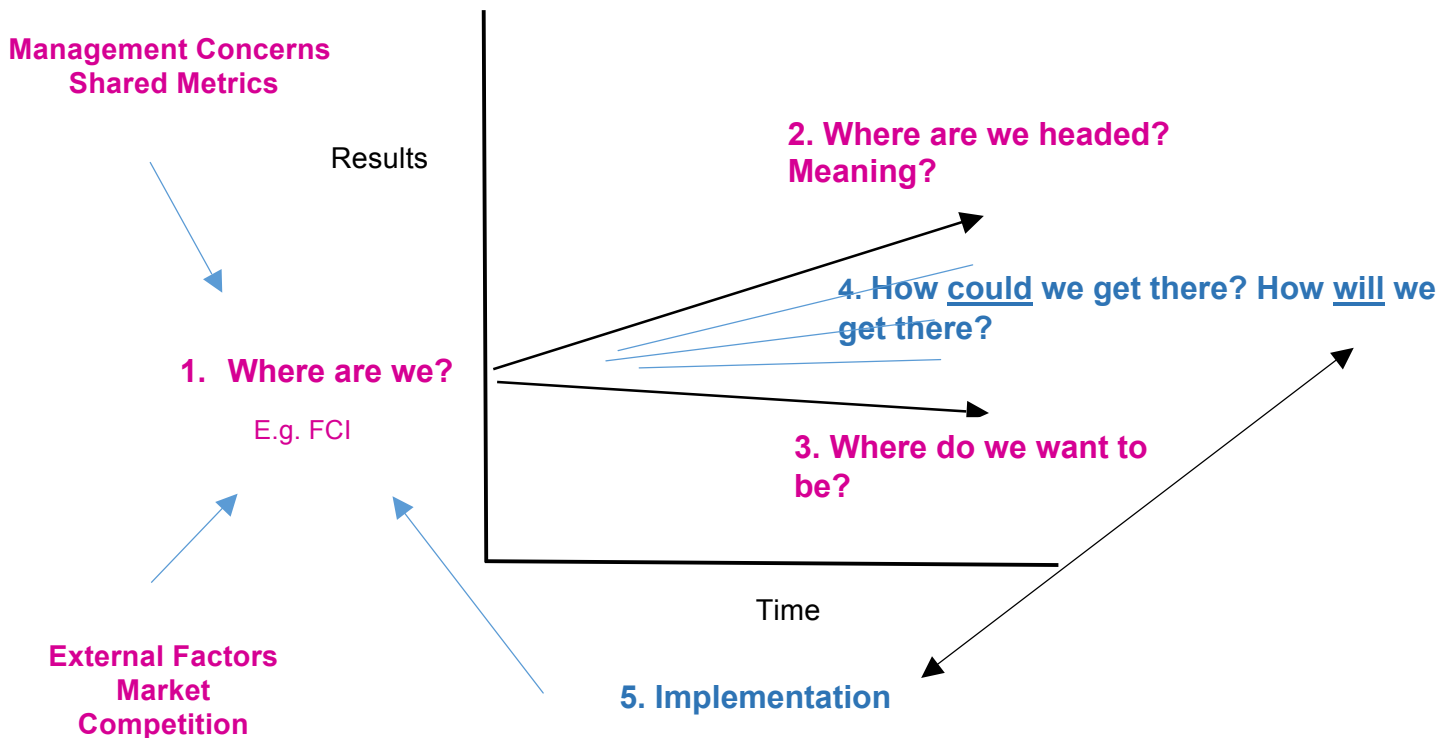


# Strategic Asset Management Process

## Simplified “Gap Management” Process Model



### **Lead through education.**

Metrics people understand that link to what they care about.

Use third parties to educate decision-makers about the gap and gap fillers.

Make your mission to take care of what people care about.

Every decision impact the metrics. Every decision impacts what people care about.

Ref: Mike Kami. Former Head of Strategic Planning IBM and Xerox.