

|                                    |                         |                      |                           |                              |
|------------------------------------|-------------------------|----------------------|---------------------------|------------------------------|
| <b>B</b>                           | <b>I</b>                | <b>N</b>             | <b>G</b>                  | <b>O</b>                     |
| the<br>net/net<br>is               | ROI                     | Ops<br>driven        | due<br>diligence          | run with<br>this             |
| next<br>steps                      | core<br>competency      | team<br>player       | partner<br>focused        | Rhythm<br>of the<br>Business |
| resources                          | supplier<br>performance | <b>FREE</b>          | ballpark<br>this          | out of<br>the box            |
| leave<br>money on<br>the table     | coffee                  | lipstick<br>on a pig | sharpen<br>our<br>pencils | manage<br>expectations       |
| put it in<br>the<br>parking<br>lot | store<br>development    | growth<br>mindset    | going<br>forward          | one off                      |

|                      |                                |                             |                         |                              |
|----------------------|--------------------------------|-----------------------------|-------------------------|------------------------------|
| <b>B</b>             | <b>I</b>                       | <b>N</b>                    | <b>G</b>                | <b>O</b>                     |
| lipstick<br>on a pig | goals                          | ballpark<br>this            | close<br>the loop       | online                       |
| next<br>steps        | metrics                        | at the<br>end of<br>the day | supplier<br>performance | best<br>practice             |
| run with<br>this     | leave<br>money on<br>the table | <b>FREE</b>                 | team<br>player          | Rhythm<br>of the<br>Business |
| values               | sustainable                    | out of<br>the box           | one off                 | low-hanging<br>fruit         |
| core<br>competency   | due<br>diligence               | phone it<br>in              | scalable                | resources                    |

|                           |                                |                                     |                      |                              |
|---------------------------|--------------------------------|-------------------------------------|----------------------|------------------------------|
| <b>B</b>                  | <b>I</b>                       | <b>N</b>                            | <b>G</b>             | <b>O</b>                     |
| partner<br>focused        | sharpen<br>our<br>pencils      | ballpark<br>this                    | close<br>the loop    | phone it<br>in               |
| next<br>steps             | core<br>competency             | put it in<br>the<br>parking<br>lot  | one off              | online                       |
| ROI                       | leave<br>money on<br>the table | <b>FREE</b>                         | Ops<br>driven        | metrics                      |
| tear<br>down<br>the silos | best<br>practice               | wrap our<br>heads<br>around<br>this | win-win<br>situation | at the<br>end of<br>the day  |
| run with<br>this          | out of<br>the box              | customer<br>focused                 | values               | Rhythm<br>of the<br>Business |