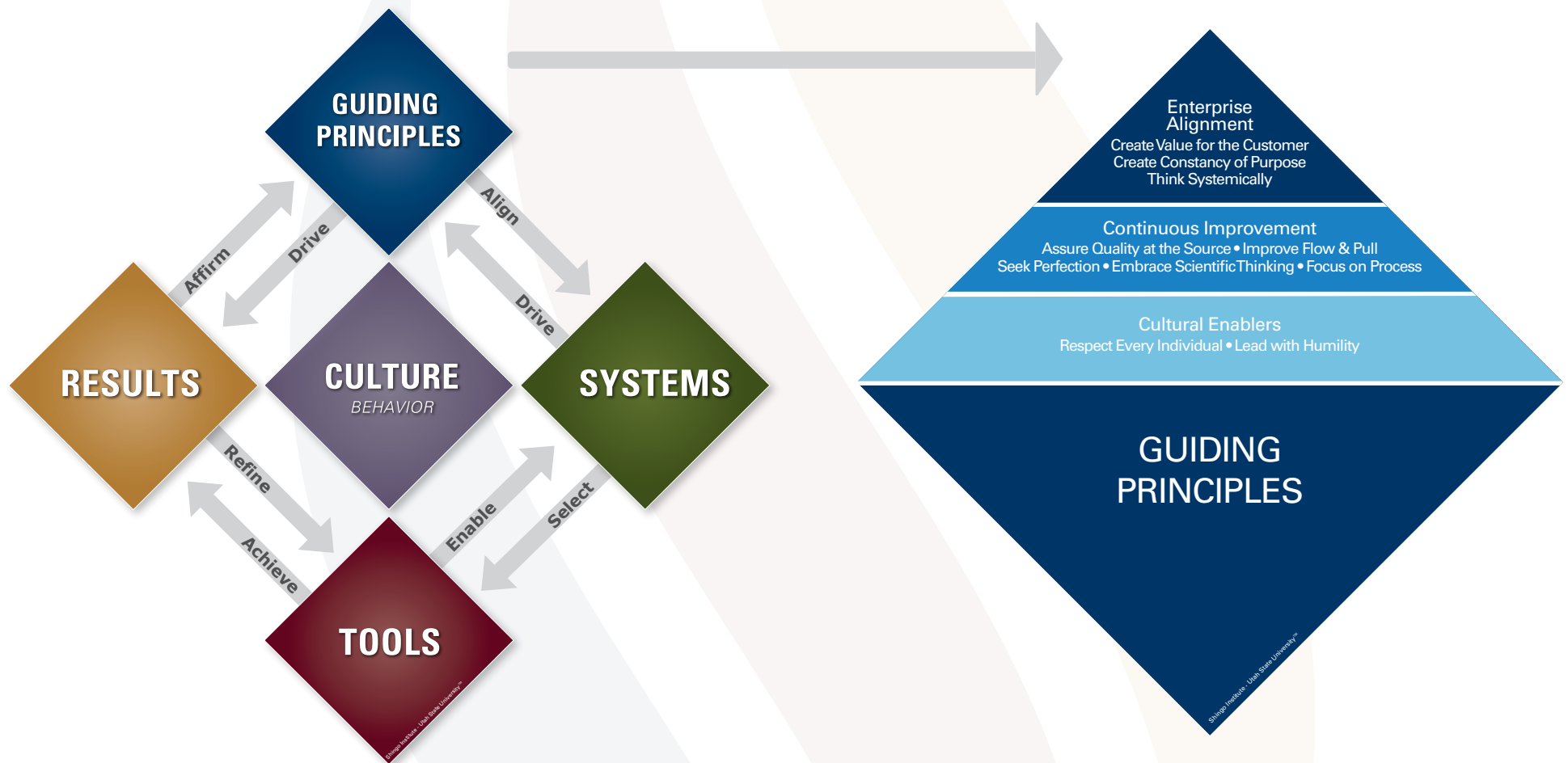


SHINGO MODEL™



THREE INSIGHTS OF ORGANIZATIONAL EXCELLENCE

1. Ideal Results (KPIs) Require Ideal Behavior (KBIs)
2. Purpose and Systems Drive Behavior
3. Principles Inform Ideal Behavior