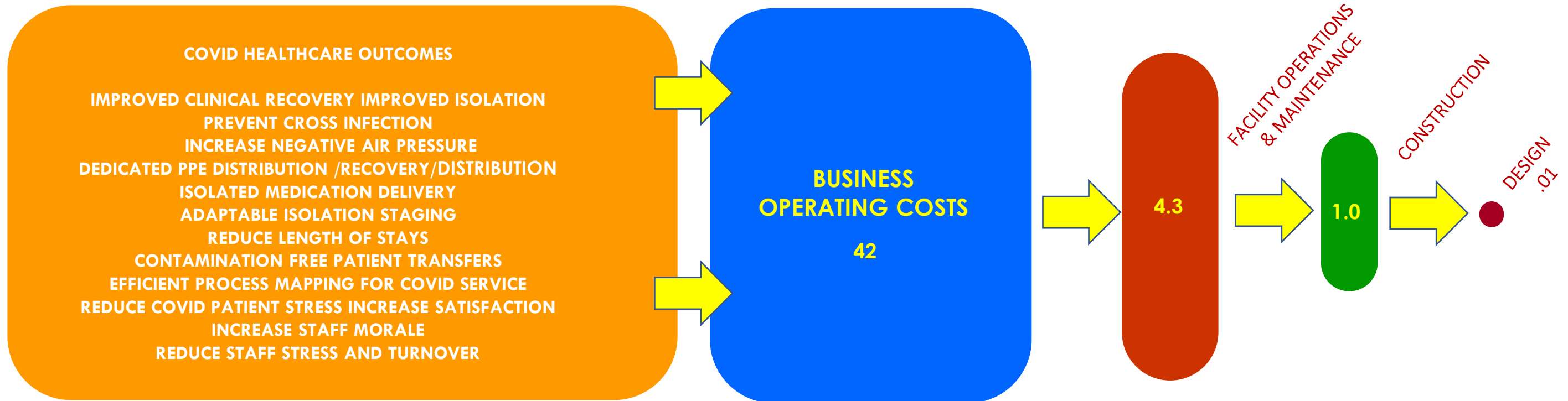


**FIRST: DEFINE AND ESTABLISH DESIRED TARGET OUTCOMES AND VALUES**

MORE IMPORTANT AND LESS TANGIBLE COST TARGET OUTCOMES

RELATIVE BUSINESS, FACILITIES, MAINTENANCE, CONSTRUCTION AND DESIGN COSTS



WHAT TO DO

HOW TO DO IT: DECISION MANAGEMENT

