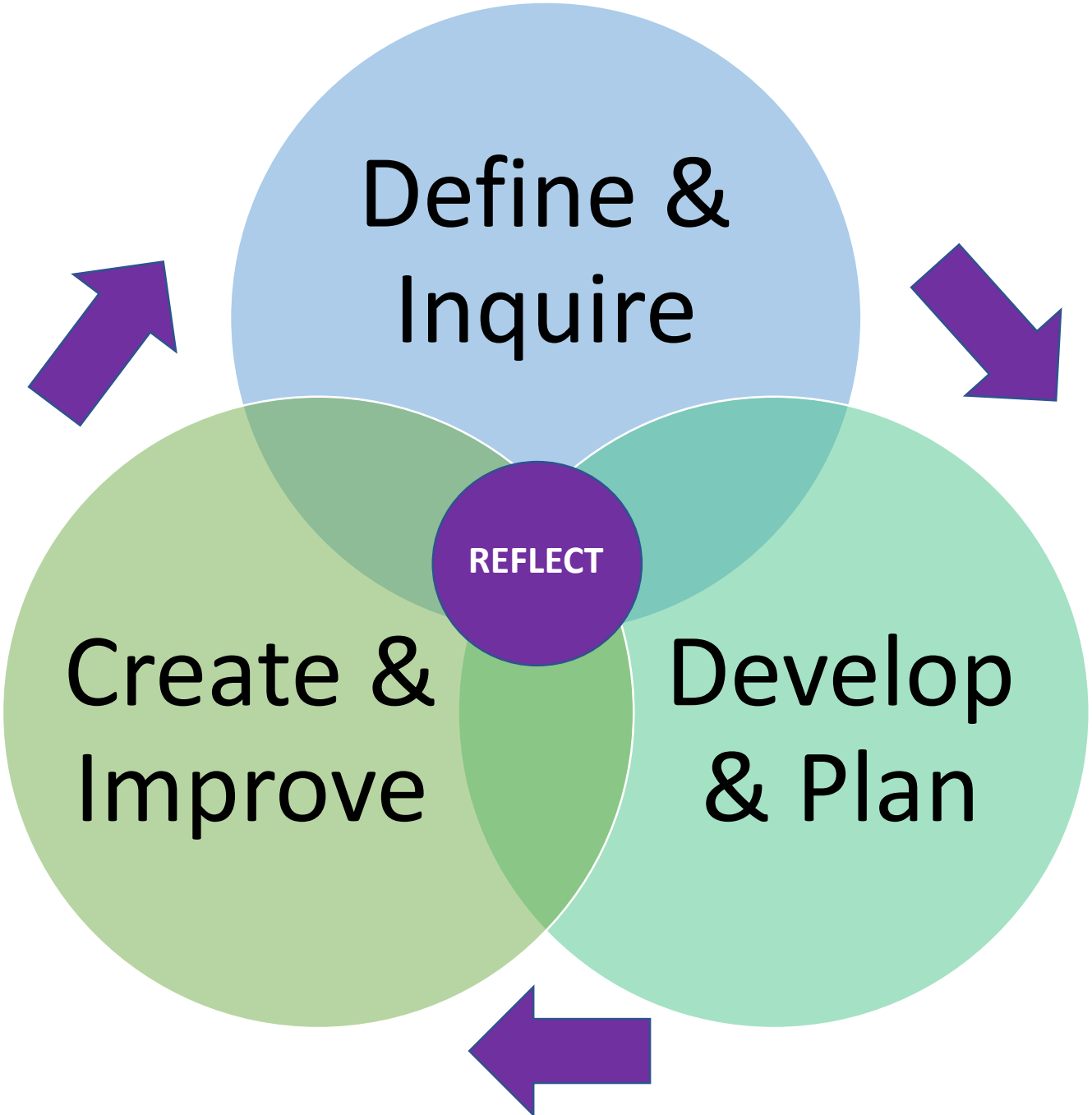
Define & Inquire
Develop & Plan
Create & Improve
REFLECT