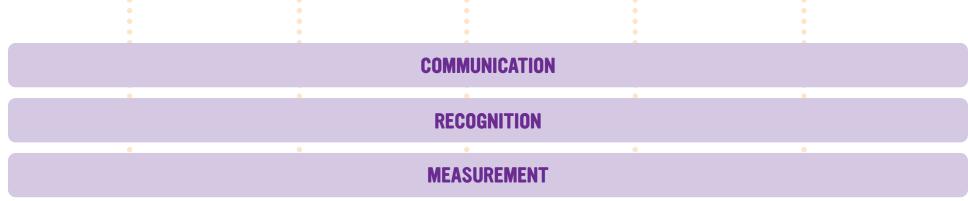


JOURNEY MAP

| JAN | FEB | MAR | APR | MAY | JUN |
|---|----------------------------------|-----------------------------|--|-----------------------------|------------------------------|
| Assess the culture with informal questions | Plan a companywide meeting | Essential Conversation 3 | Essential Conversation 5 | Essential Conversation 7 | Essential Conversation 9 |
| Survey Customers | Share Customer Survey results | Essential Conversation 4 | Essential Conversation 6 | Essential Conversation 8 | Essential Conversation 10 |
| Meet with other department heads to discuss FISH! | Launch FISH! Culture | Reward and recognize | Reward and recognize | Reward and recognize | Reward and recognize |
| Develop recognition program | Essential Conversation 1 | | Celebrate successes | | Celebrate successes |
| Incorporate FISH! into new hire program | Essential Conversation 2 | | Create a website to share Make Their Day moments | | |
| Link four practices to annual review | | | | | |
| Plan launch | | | | | |
| COMMUNICATION | | | | | |
| RECOGNITION | | | | | |
| MEASUREMENT | | | | | |



JOURNEY MAP



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