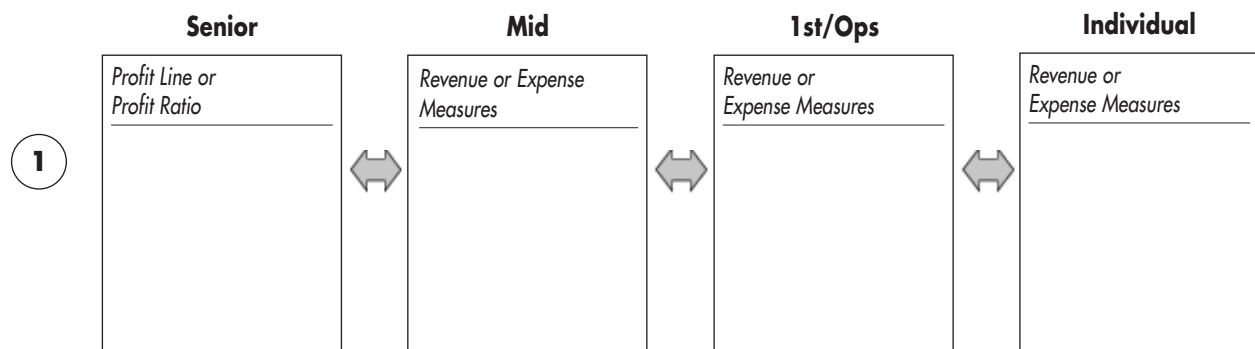
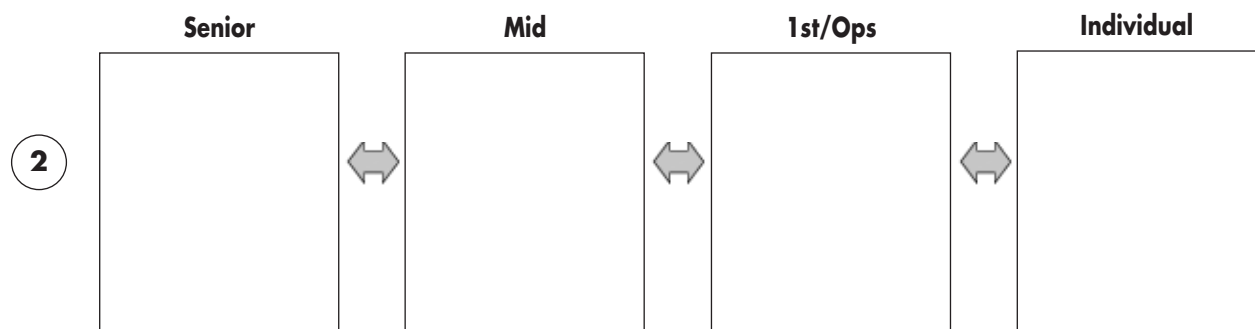

Exercise 4-1. Your profit measures and financial value chain.

Directions: Complete the following steps for this exercise. If you prefer not to write in this book, go to the companion Website (www.astd.org/astd/publications) to download a PowerPoint file for this exercise.

1. Fill in the names of as many measures as you can for the four audience levels that you identified in exercise 2-1 in which you defined your audience. Don't worry if you have them exactly right. Treat this as a brainstorming exercise or a rough draft that you can use as an aid for later research into more complete lists of measures.
2. Use some of your measures to complete a financial value chain. Take this chain to some of your co-workers or customers for their insights on this or other value chains.
3. Make sure to take note of research you need to complete or questions that you would like to ask your boss or a mentor. There are so many intriguing questions that can come up, it's easy to lose track of some while you are pursuing the answers to others. Chapter 7 will give you hints on how to find more business intelligence about your organization or your target organization.

Step 3: Identify Financial Imperatives**Profit Measures:****Profit Value Chain:****Profit Research Notes:**

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