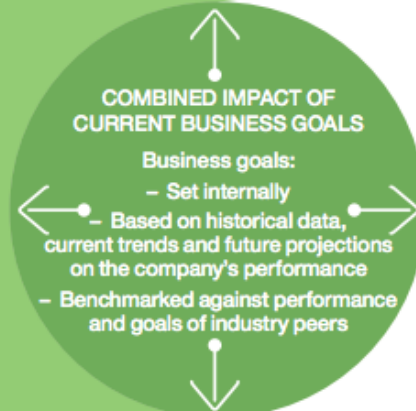


INSIDE OUT - OUTSIDE IN APPROACH | MODEL

In action: Adopting a goal setting approach

INSIDE OUT APPROACH

Today's internally focused approach to goal setting is not enough to address global needs.



PERFORMANCE GAP

There's a gap between current business performance and required performance in addressing global needs

OUTSIDE IN APPROACH

By looking at what is needed externally from a global perspective and setting goals accordingly, businesses will bridge the gap between current performance and required performance.

The SDGs represent an unprecedented political consensus on what level of progress is desired at the global level

