

**DEMONSTRATES**

**Identify, [re]evaluate  
customer priorities, needs  
& shared values**

**Actual measured outcomes  
and accountability**

**DRIVES**

***M C C C D  
F I N A N C I A L  
P L A N N I N G  
C Y C L E***

**LEADS  
TO**

**Financial planning**

**Budget development  
process/resource allocation**

**IMPACTS & SUPPORTS**

