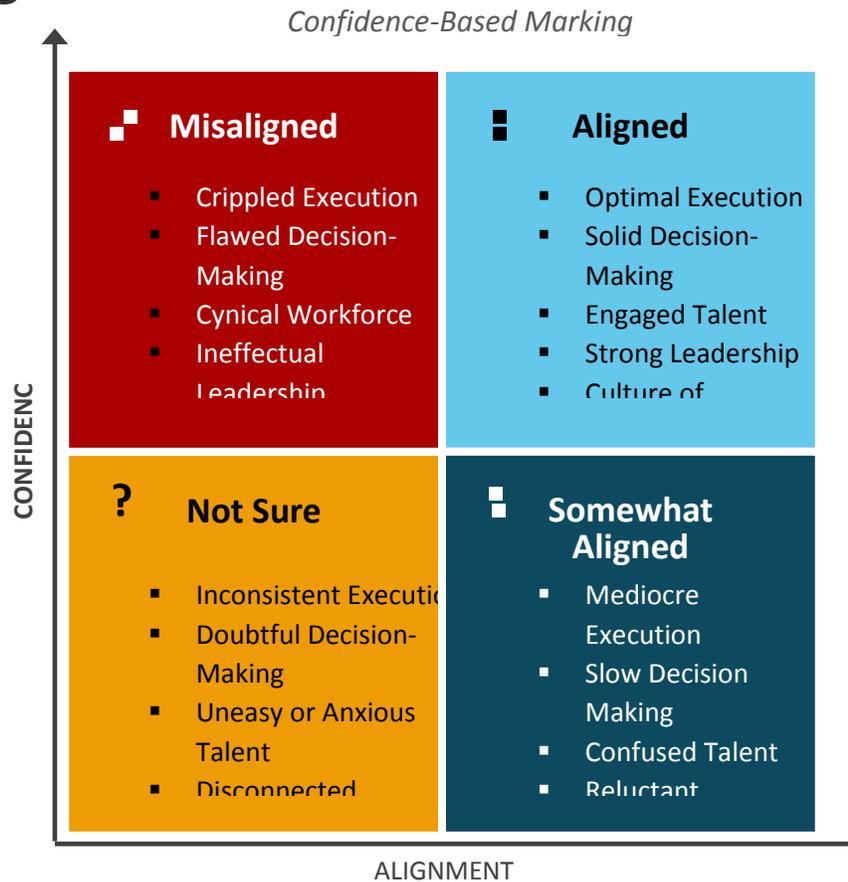


What is Line-of-Sight™?

Line-of-Sight™ uses the *Keys to Strategy Execution™* model, which is based on real-world empirical research and in-depth consulting experience that spans two decades. Additionally, the model combines concepts and theories extracted from many of the best strategic thinkers in the past half century. It has been put to work by testing and shaping strategies with thousands of managers across dozens of mid-cap and enterprise-sized firms.

In addition, Line-of-Sight™ integrates a cutting-edge assessment and learning approach called *Confidence-Based Marking (CBM)*. CBM fuses both a person's knowledge of a concept as well as their level of confidence in their knowledge into a more complete and powerful set of responses to each item presented throughout the following report. As each person responded to the items in the questionnaire they were asked to make a choice between four possible statements. As a result, each of their responses was then plotted into one of the four quadrants in the diagram.



Create a sightline between people and strategy

Line-of-Sight™ is a cloud-based software suite of business assessments, leadership reports, and training materials based on real-world empirical research and in-depth consulting experience that spans two decades.

Line-of-Sight™ measures, manages, and monitors strategy execution. It's a different kind of strategy and leadership assessment. It gives leaders the insight they need to align their team around a common strategy.

Line-of-Sight™ is available in three versions: Individual, Team, and Enterprise. Prana Business also offers Workshops featuring Line-of-Sight™.

Line-of-Sight™ gets everyone moving in the same direction with confidence. That's essential to the bottom line.

Alignment is the cornerstone of strategy execution and a company's ability to return capital to shareholders.