Illustrative

Blank template: Exhibit H

Pillars in journey order; foundations undivided

Subsector	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

Subsector	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

Subsector	
01 Creation	Add initiative
02 Capture	Add initiative
03 Acceleration	Add initiative
04 Retention	Add initiative

+1 Revenue Operations	Efficiency: running the engine smoothly
+2 Revenue Enablement	Effectiveness: upgrading the engine

+1 / +2: shared capabilities; never split by row.