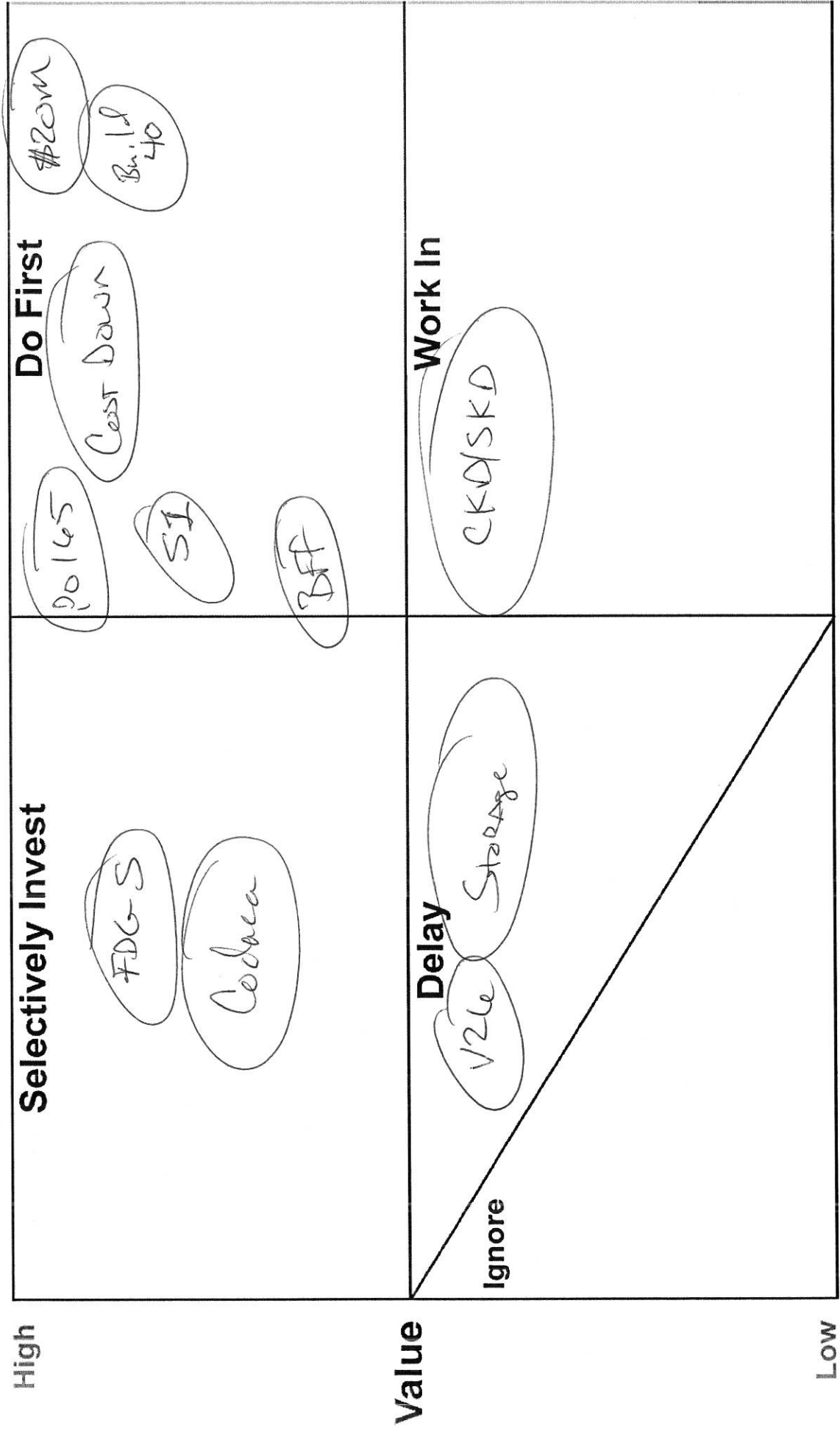


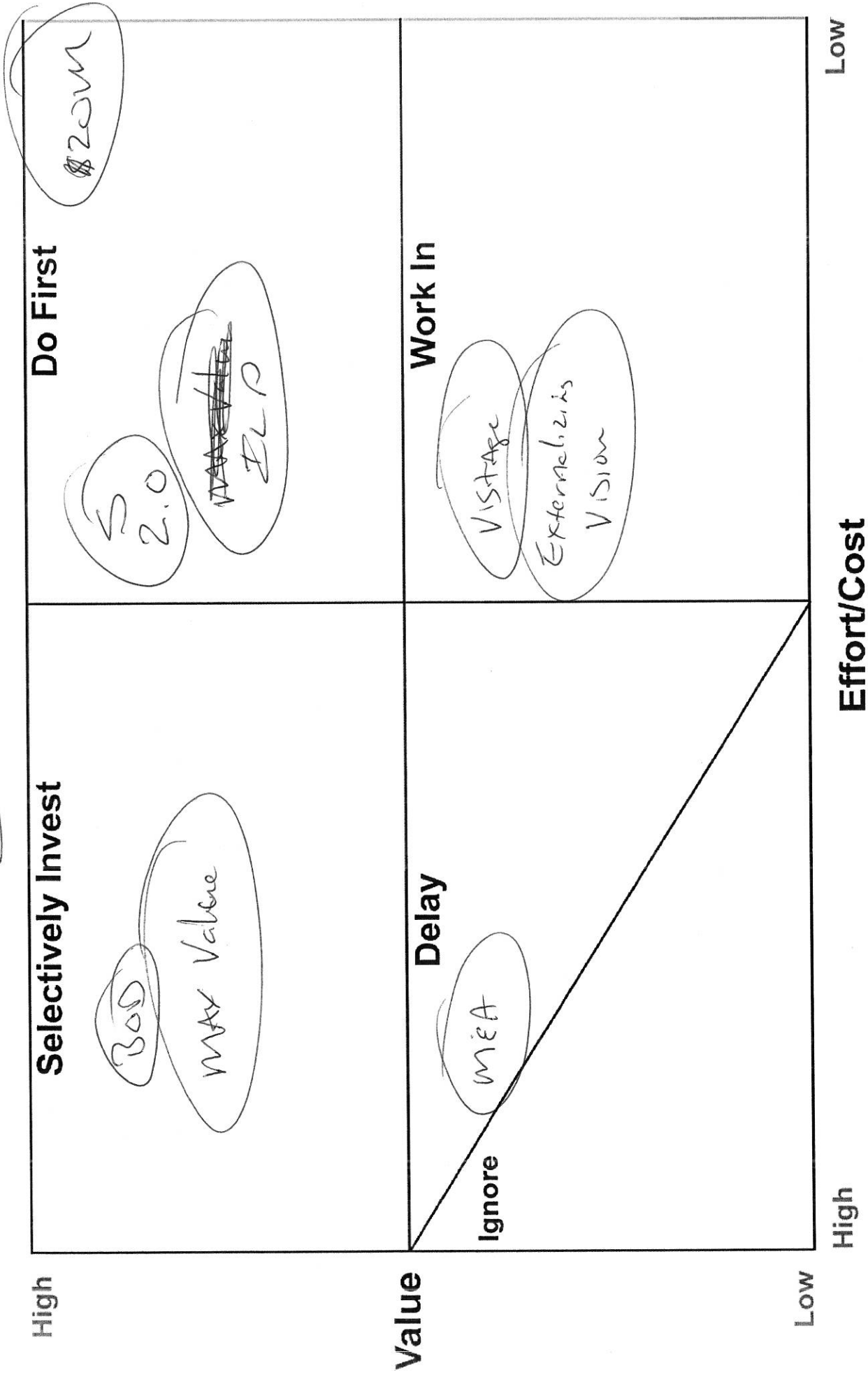
Why, What

# 2x2 Prioritization Matrix



# 2x2 Prioritization Matrix

Bryan's



# Why & What

- \$20M
  - “This will deliver the required funding to get to cash flow positive, giving us the freedom to control our future”
    - Closed on a minimum of \$20M commitment by 2-28-15
- Smith 2.0
  - “Create a motivated environment that fosters a growing consciousness and awareness of our need to perform”
    - Clear Alignment – Rocks assign to all employees
    - Accountability driven by process (stage & gate) for each Rock
    - Cultural demand for outcomes of everyone
    - Trust – willingness to have brutally honest debate
    - Deliberate Trade offs defined
    - Mindfulness (SGC as part of meetings)
    - The Empowerment Dynamic understood by senior team

# Why & What

- ILP
  - “I will continue to do my work. Putting in the effort required to elevate my abilities to lead”
    - Complete weekly practices
    - Educate my environment
    - Walk the Talk
- BOD
  - “Create a BOD that will allow Smith’s Vision to be delivered”
    - Fill BOD with the required talent outlined in plan
    - Communicate proactively to keep them engaged
    - Actively listen and seek wisdom
    - Deliver high quality materials to insure maximum impact

# Why and What

- Maximize Value
  - Our value is at a high given the worlds need for time to market. Seize the moment to maximize value”
    - Bring the key “smart” people into the room
    - Ask the hard questions
    - Go outside the box
    - Take the input and build a plan