

# STRATEGIC THEMES

Perspective	Theme	Strategy
Financial	Developing & Managing Enduring Relationships	<ul style="list-style-type: none"><li>➤ Win-Win Business to Business Relations</li><li>➤ Grow the Business</li><li>➤ Embrace &amp; Engage Associates / Partners</li></ul>
Customer	Delight the Customer	<ul style="list-style-type: none"><li>➤ Enhance Customer Value</li><li>➤ Demonstrate NBD Brand &amp; Values Proposition</li></ul>
Internal	Operational Excellence Organic Growth	<ul style="list-style-type: none"><li>➤ Develop Best Practices</li><li>➤ Re-engineer Processes</li></ul>
Learning & Growth	A Motivated & Prepared Workforce	<ul style="list-style-type: none"><li>➤ Facilitate Continuous Learning and Professional Growth</li><li>➤ Enhance Internal Communications</li><li>➤ Align Rewards to Performance</li></ul>