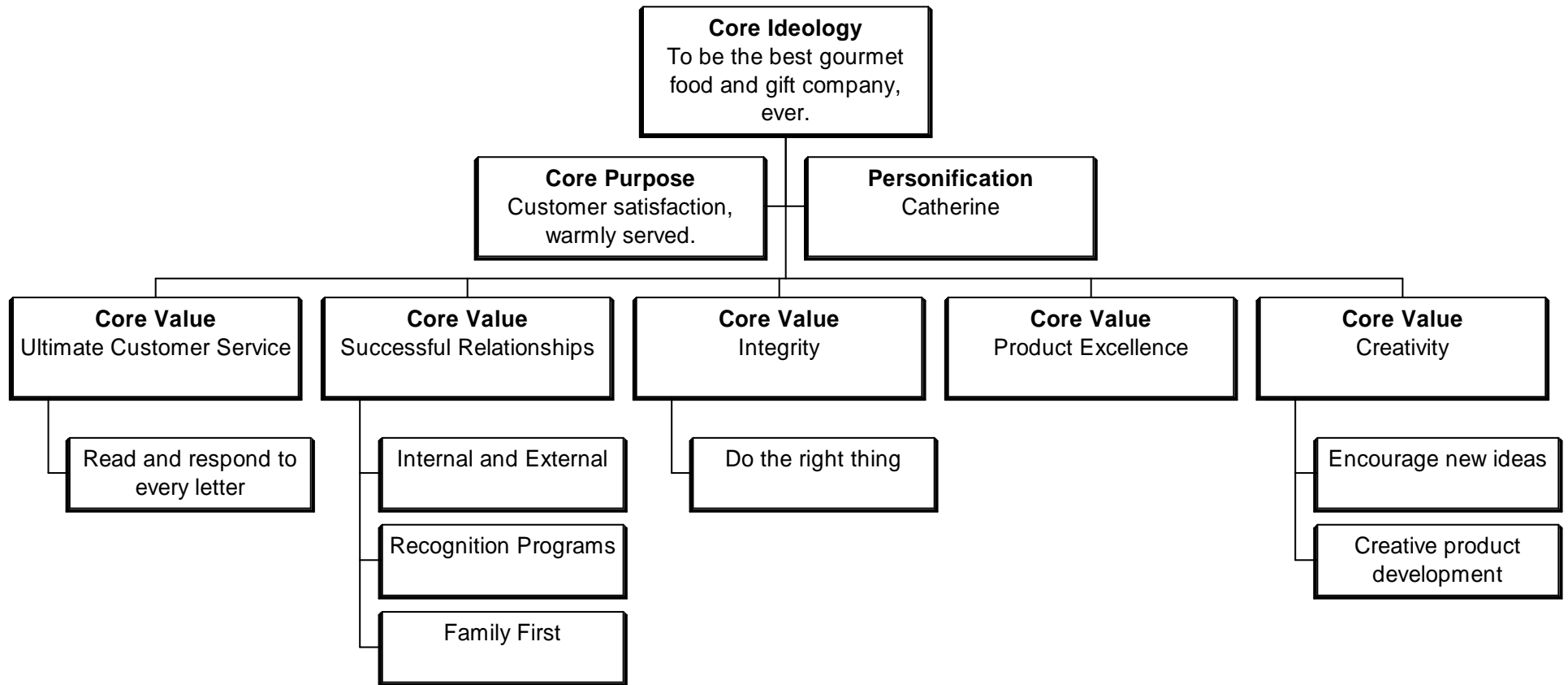


Cheryl's Cookies



Core Ideology: Aspiration for 100+ years; never changes; sacred, pursued with religious zeal; preserved as a guiding force for generations; often goes back to the founder; sense of purpose beyond making money; 3-5 words -- easy to remember and to do.

Core Purpose: The vehicle that gets you there; the business you're in; does not change, but inspires change; sustainable as the company evolves; accommodates a wide playing field.

Core Values: How you achieve it; will never change; willing to sacrifice customers to uphold them; entire company behaves this way 99% of the time; thousands of people making hundreds of decisions every single day.

Behaviors: The manifestation of values.