

### Quarterly hedgehog assessment

What we need to do in the next 90 days to move the needle toward our BHAG®?

**Core Purpose**

*(Why)*

*Release Core Purpose posters in Eastern province*

**Brand Promise**

*(Best in the world at)*

*Train on Brand Promise KPIs in the South & ensure accurate measurements*

**Profit per X**

*(Single economic denominator)*

*Increase pricing on Type A units, Measure Rollins to try get into a contract*

**OTHER PARTS**

**Part 4**

Na

**Part 5**

Na

**Part 6**

Na