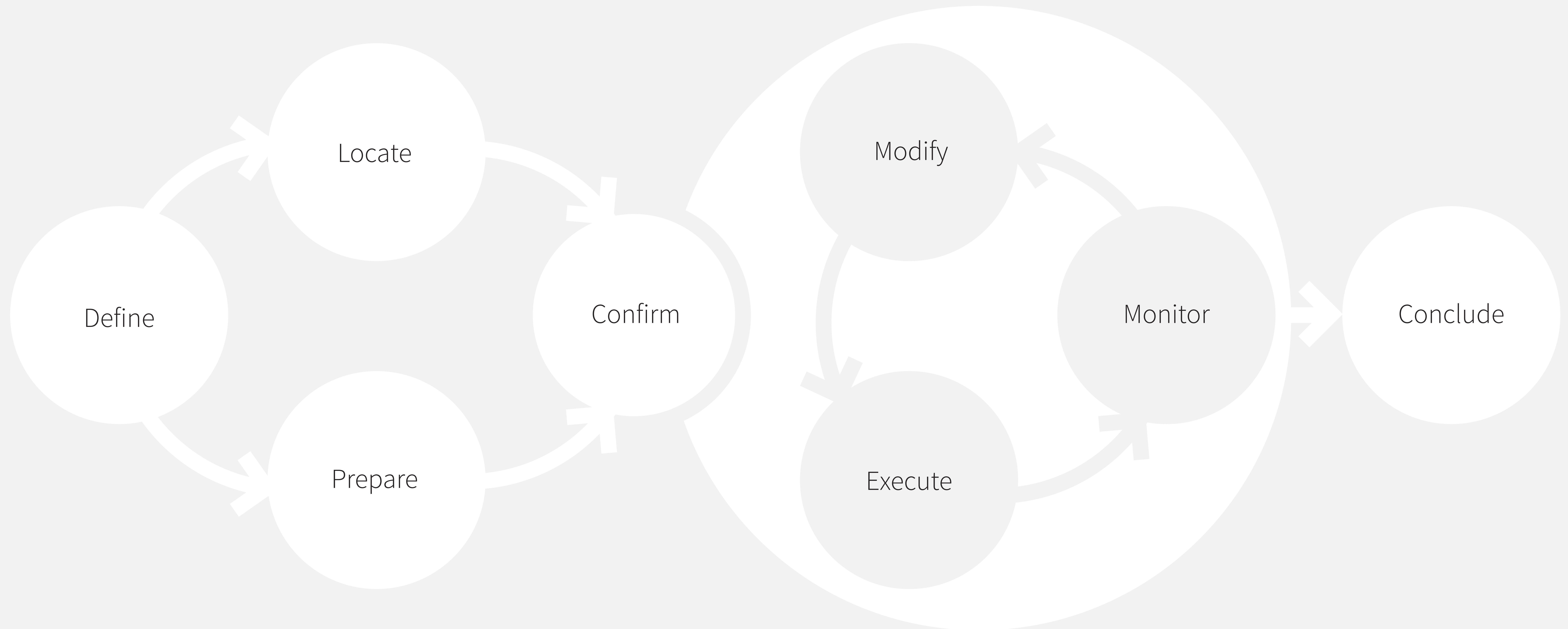


Preparation

Execution

Conclusion



Based on the Jobs To Be Done by Tony Ulwick