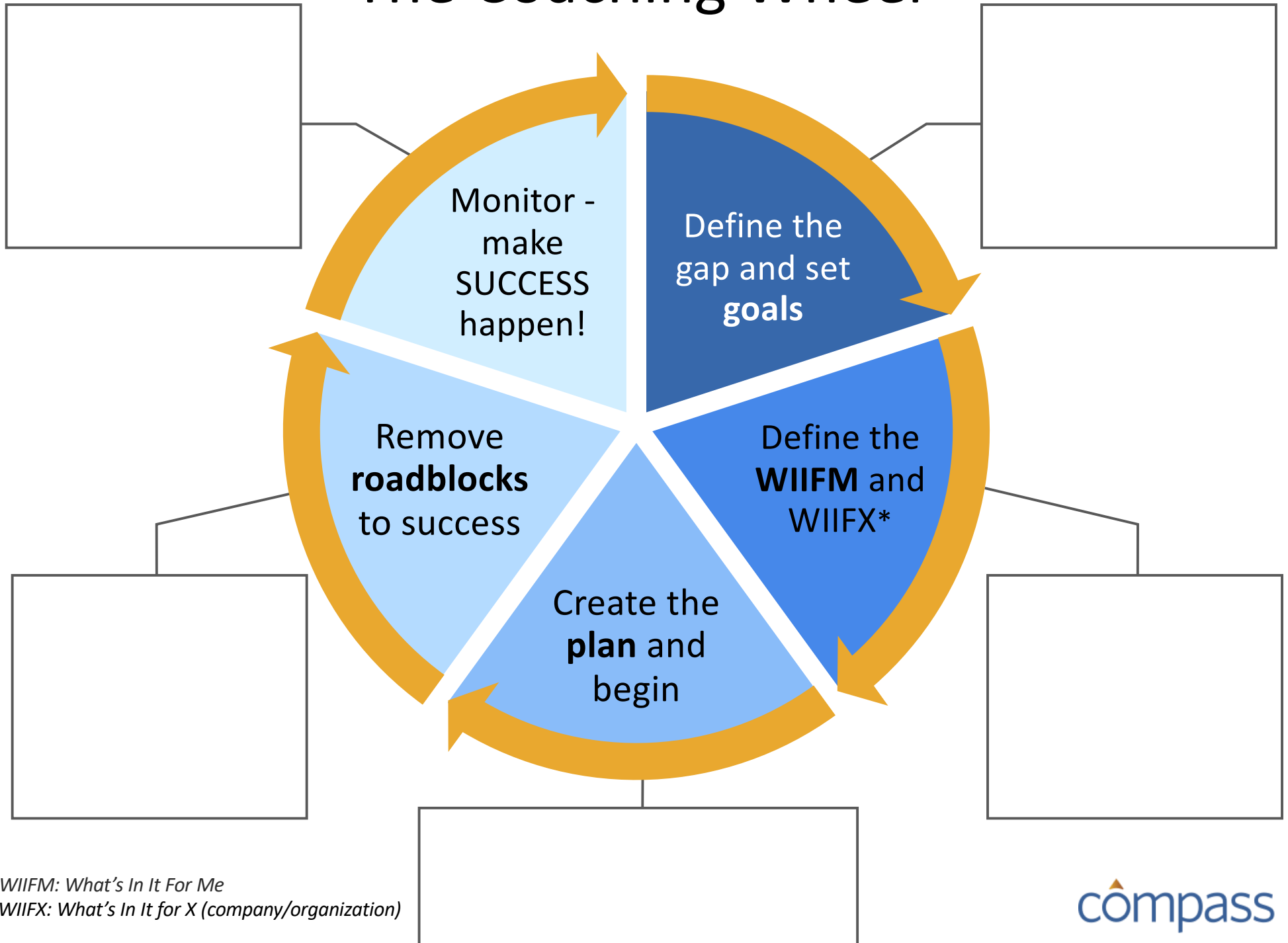


The Coaching Wheel



* WIIFM: What's In It For Me
WIIFX: What's In It for X (company/organization)