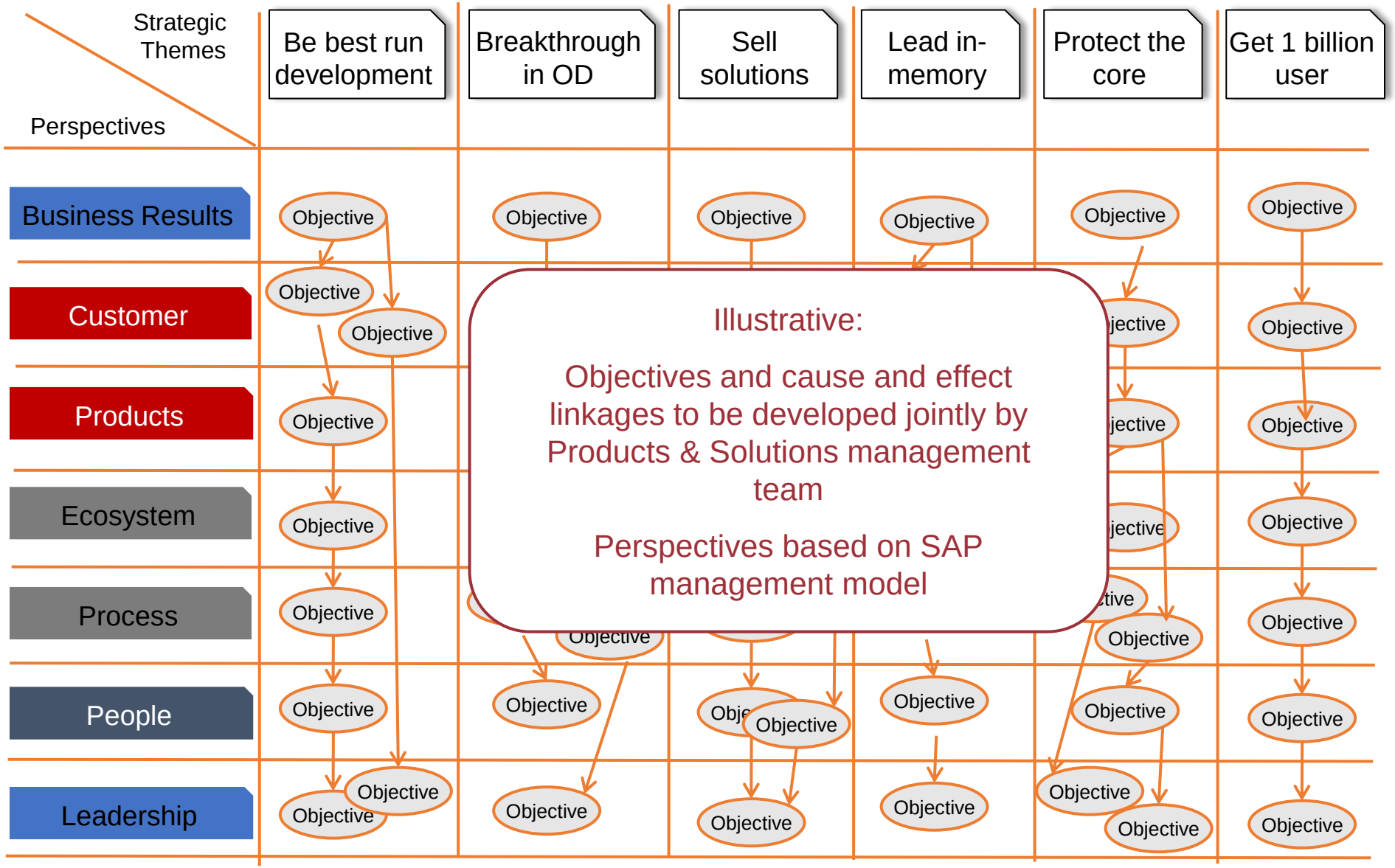Template for Strategy Maps