

## POSI AND TUFA GRID

### PROFILE

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### OBJECTIVE

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### STRATEGY

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### ISSUES

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**THEM**

**US**

**FIT**

**ACTION**

**10** \_\_\_\_\_

**30** \_\_\_\_\_

**50** \_\_\_\_\_

**70** \_\_\_\_\_

**90** \_\_\_\_\_

**100** \_\_\_\_\_