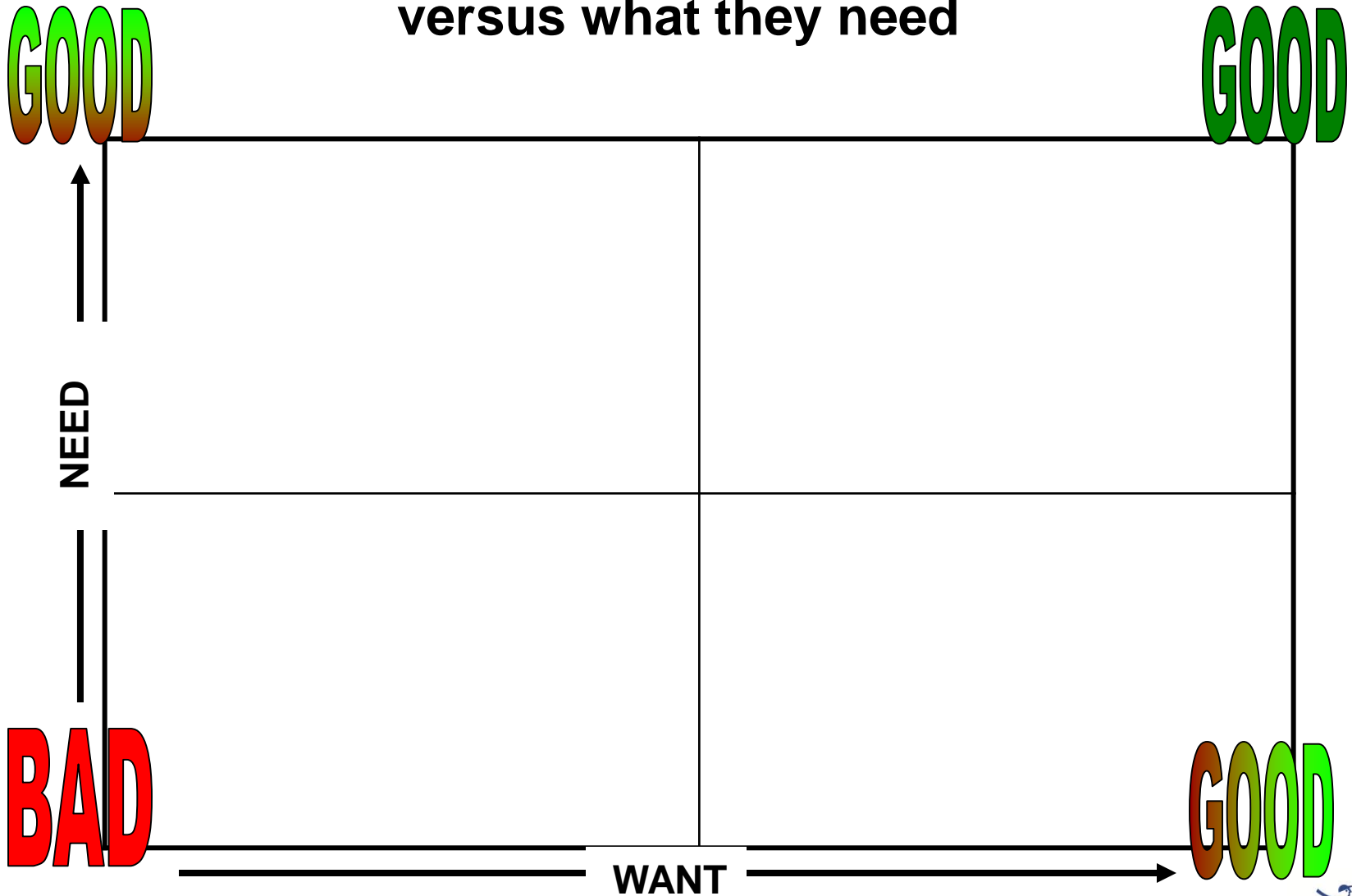
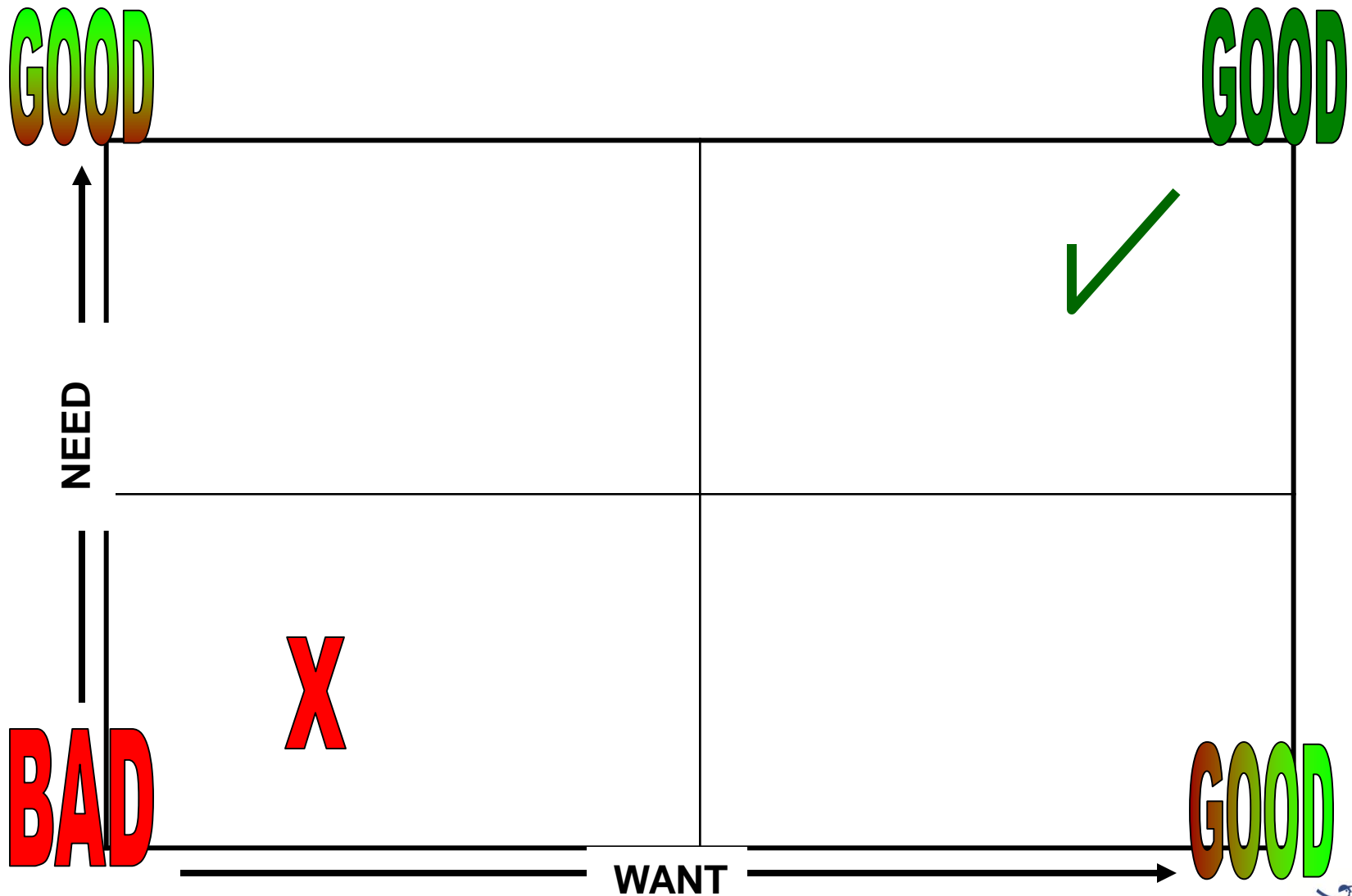


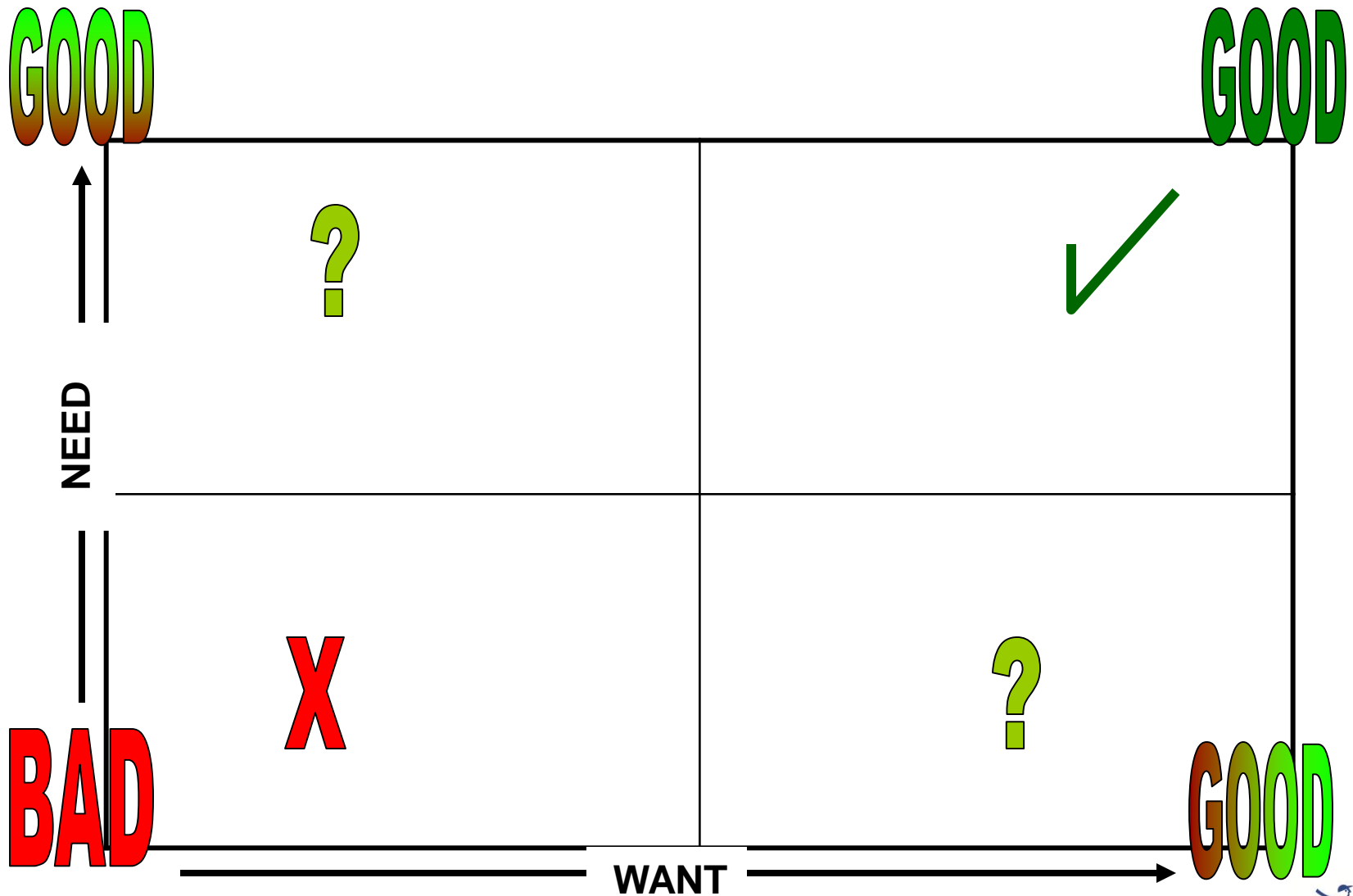
Always seek a balance
between what customers think they want
versus what they need



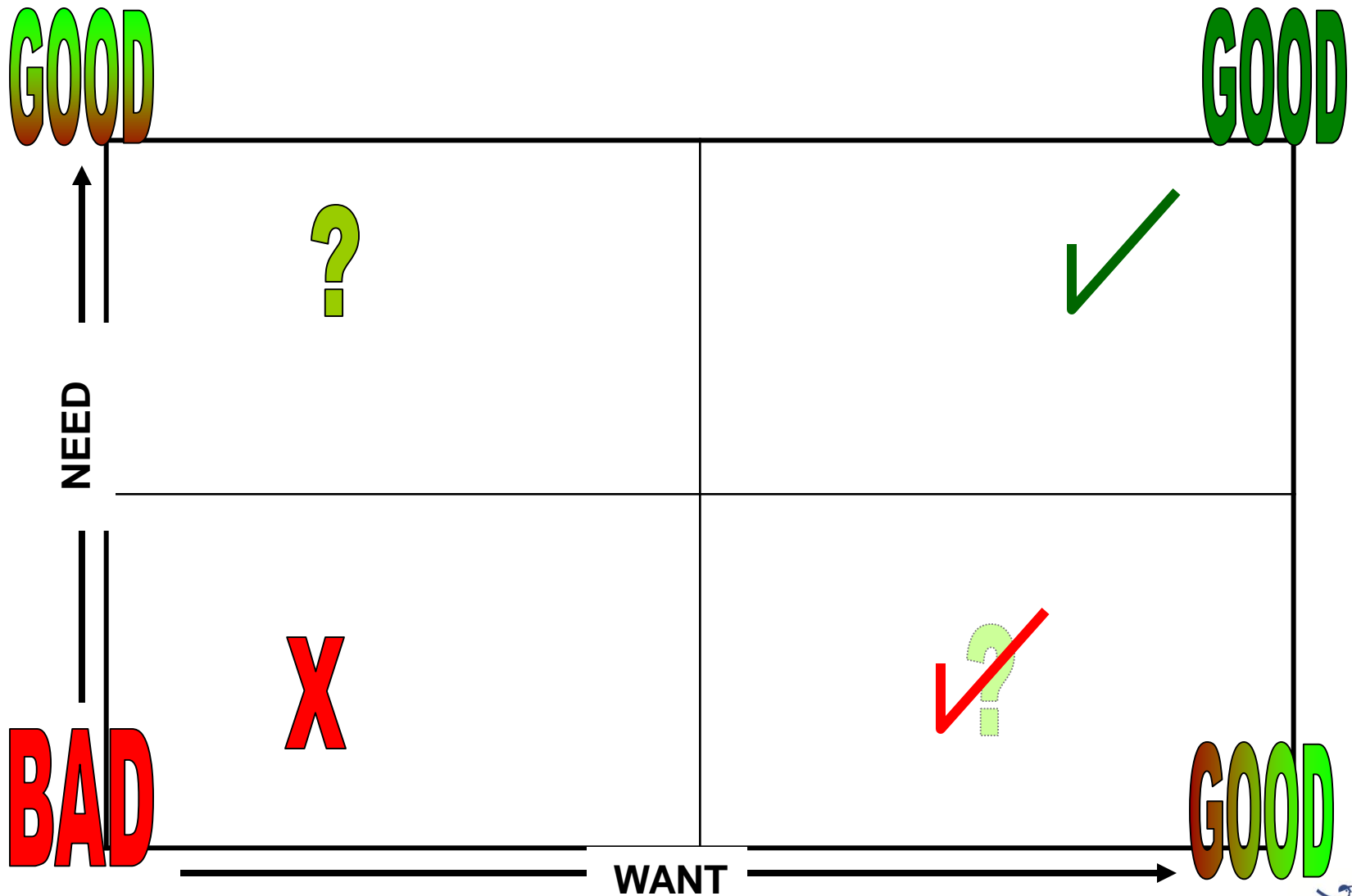
Of course, any product or service
wants to be needed *and* wanted



What defines a philosophy is how you think about the question boxes...



Most products and services will choose to be wanted...



LEI will begin from community needs, then strive to align needed products with wanted products.

