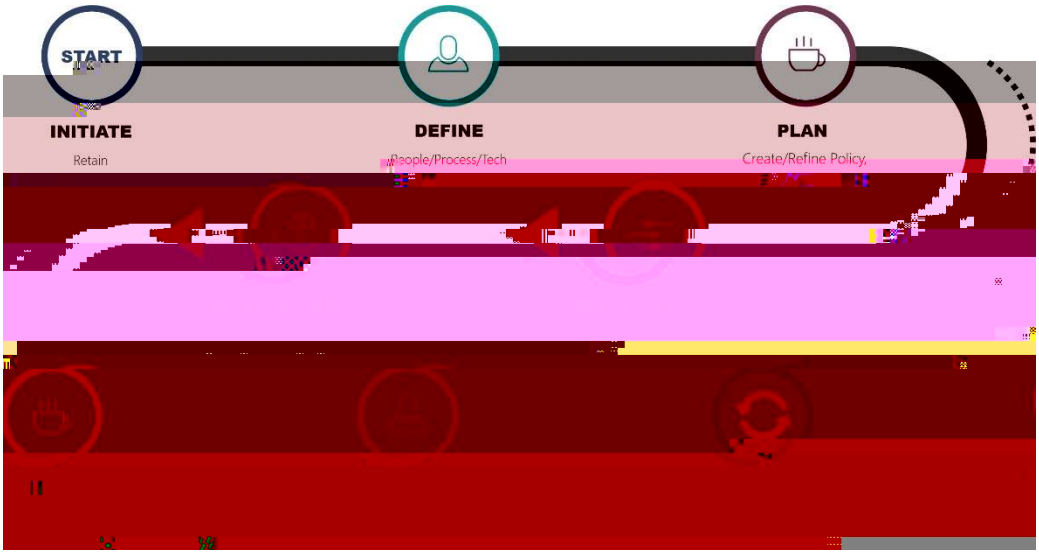
START
INITIATE
Retain
DEFINE
People/Process/Tech
PLAN
Create/Refine Policy,