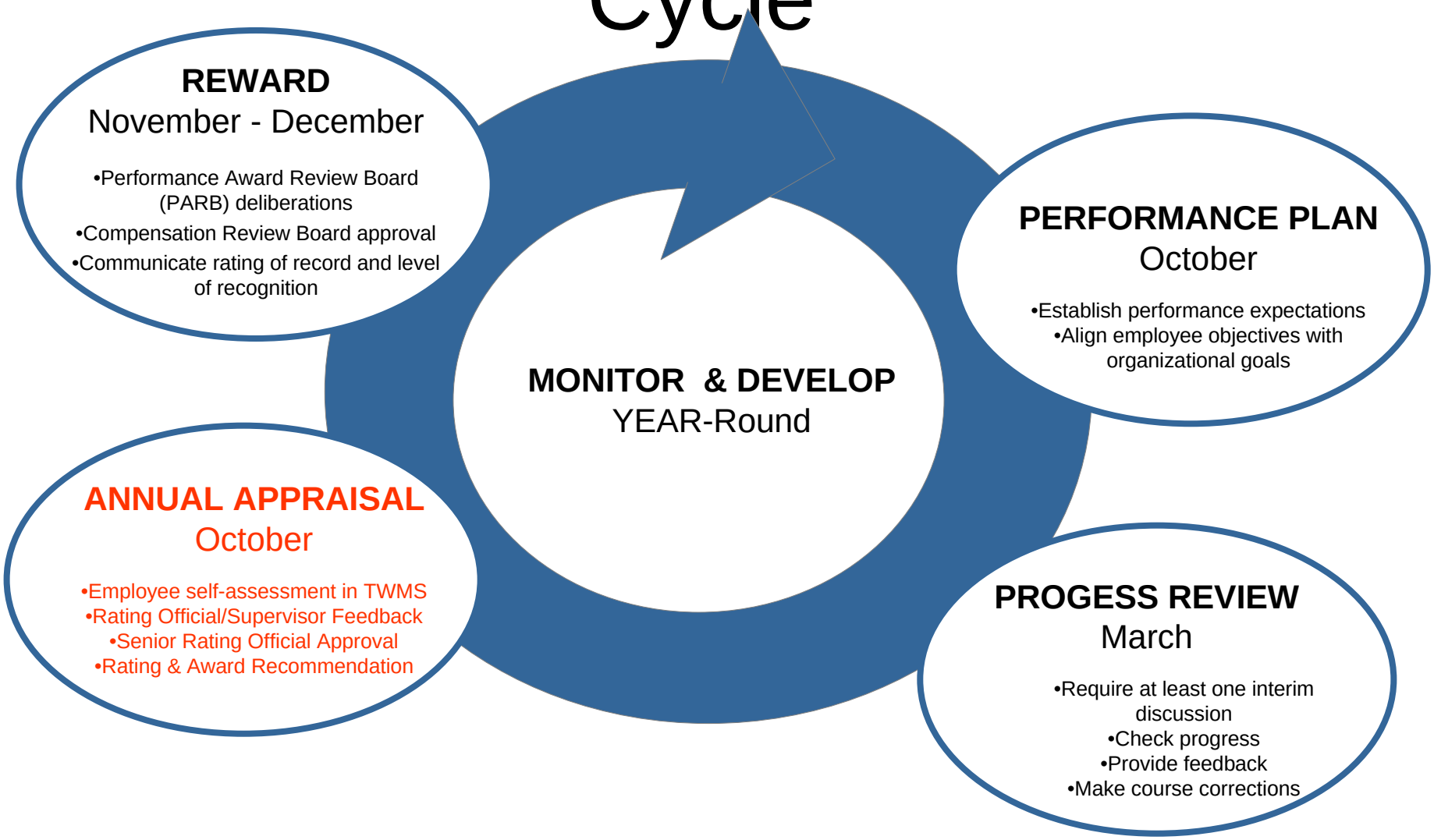Performance Management Cycle