

# 20/20 Vision Strategic Plan Goals

WE WILL **MEASURE** SUCCESS BY

**BRAND**

**Most Trusted  
Name in Safety**

**IMPACT**

**Change Behavior  
in Priority Areas**

**ENGAGEMENT**

**Double Number  
of Targeted  
Stakeholders**

**MISSION  
INVESTMENT**

**Triple NSC and  
Partner Spend on  
Priorities**

