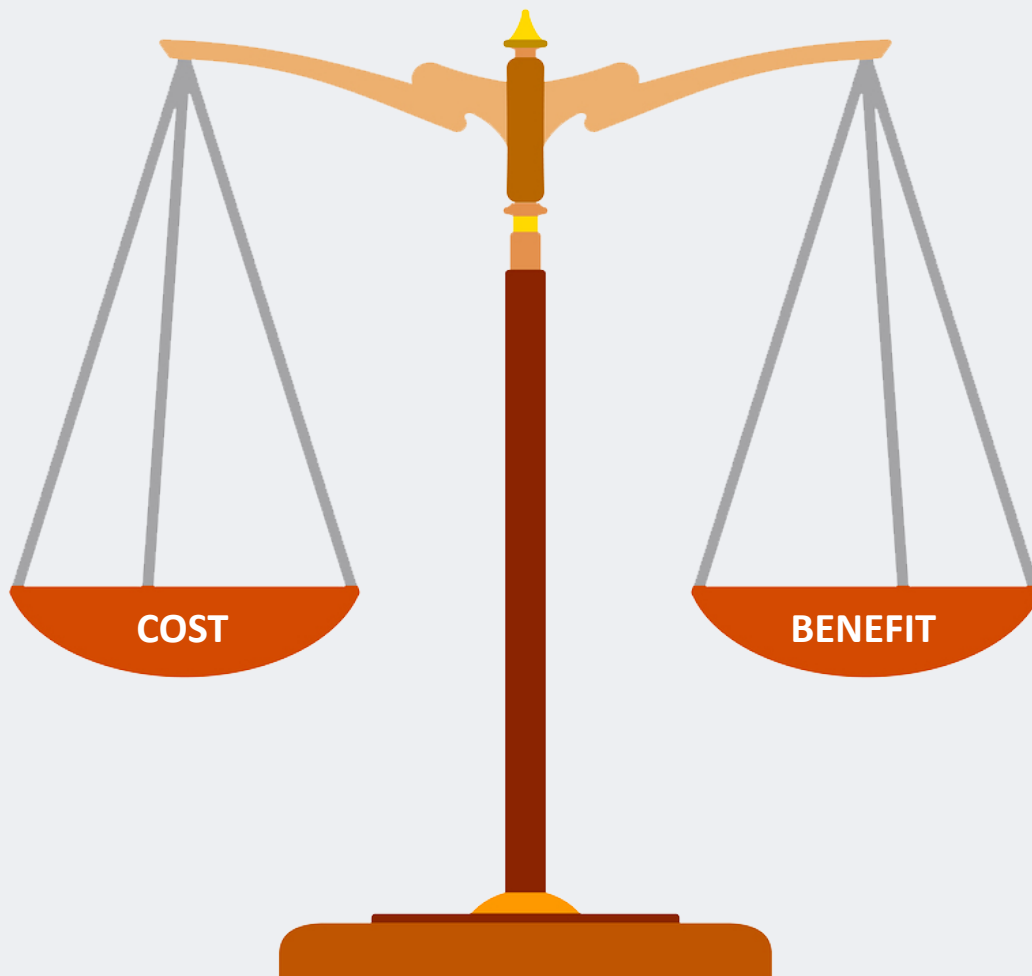


## MARKET CALIBRATION



Relationships have a balance between inputs and outputs. For example, an employee puts in time, effort, and commitment to a job, while getting a salary, paid benefits, recognition, and vacation in return. The market “calibrates” what a fair exchange of the two should be. If the relationship goes out of balance, the situation must be reconciled or the relationship is at risk of breaking. ©2019 Core IQ. All rights reserved.