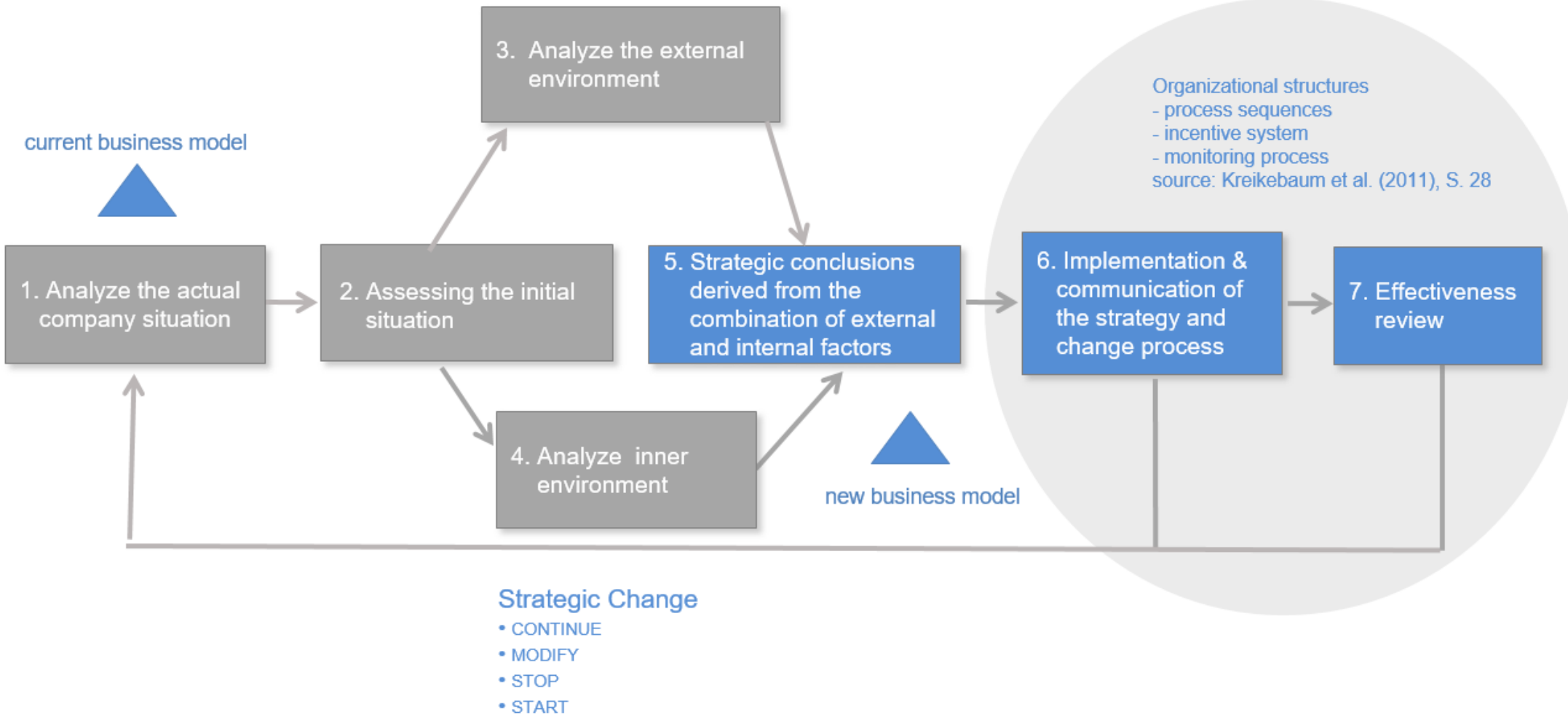Complete model for reviewing the current strategy and developing future strategies