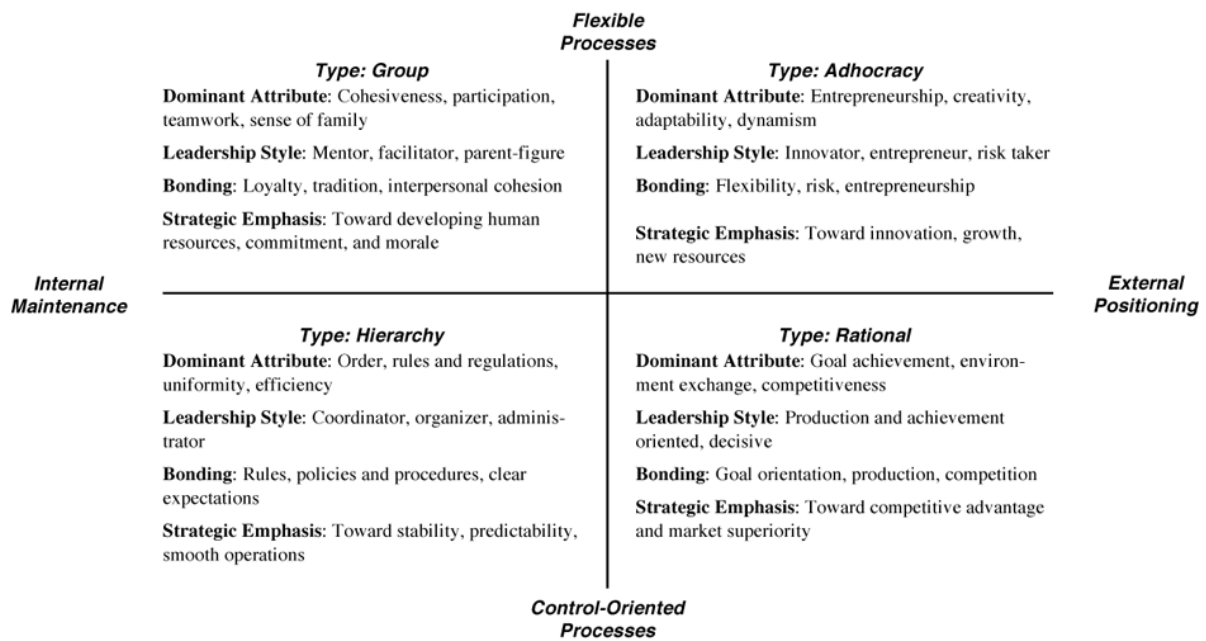


**Figure 1**  
**The Competing Values Culture Model\***



\* Adapted from Quinn and Rohrbaugh 1981