

UNLOCK GROWTH

# THE FBA ROADMAP

ASSESSMENT  
"CITY"

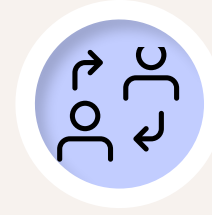
TARGET  
BEHAVIORS



INFORMATION  
GATHERING



INFORMATION  
ANALYSIS

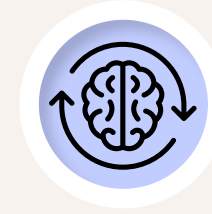


NEXT EXIT:  
UNDERSTANDING  
THE DATA

HYPOTHESIS  
DEVELOPMENT



COMPETING  
BEHAVIOR MODEL



VISUAL  
REPRESENTATION



NEXT EXIT:  
INTERVENTION

NEXT EXIT:  
IMPLEMENTATION  
WITH FIDELITY

DATA-BASED  
ROCOMENDATIONS



BEHAVIOR  
SUPPORT PLAN

