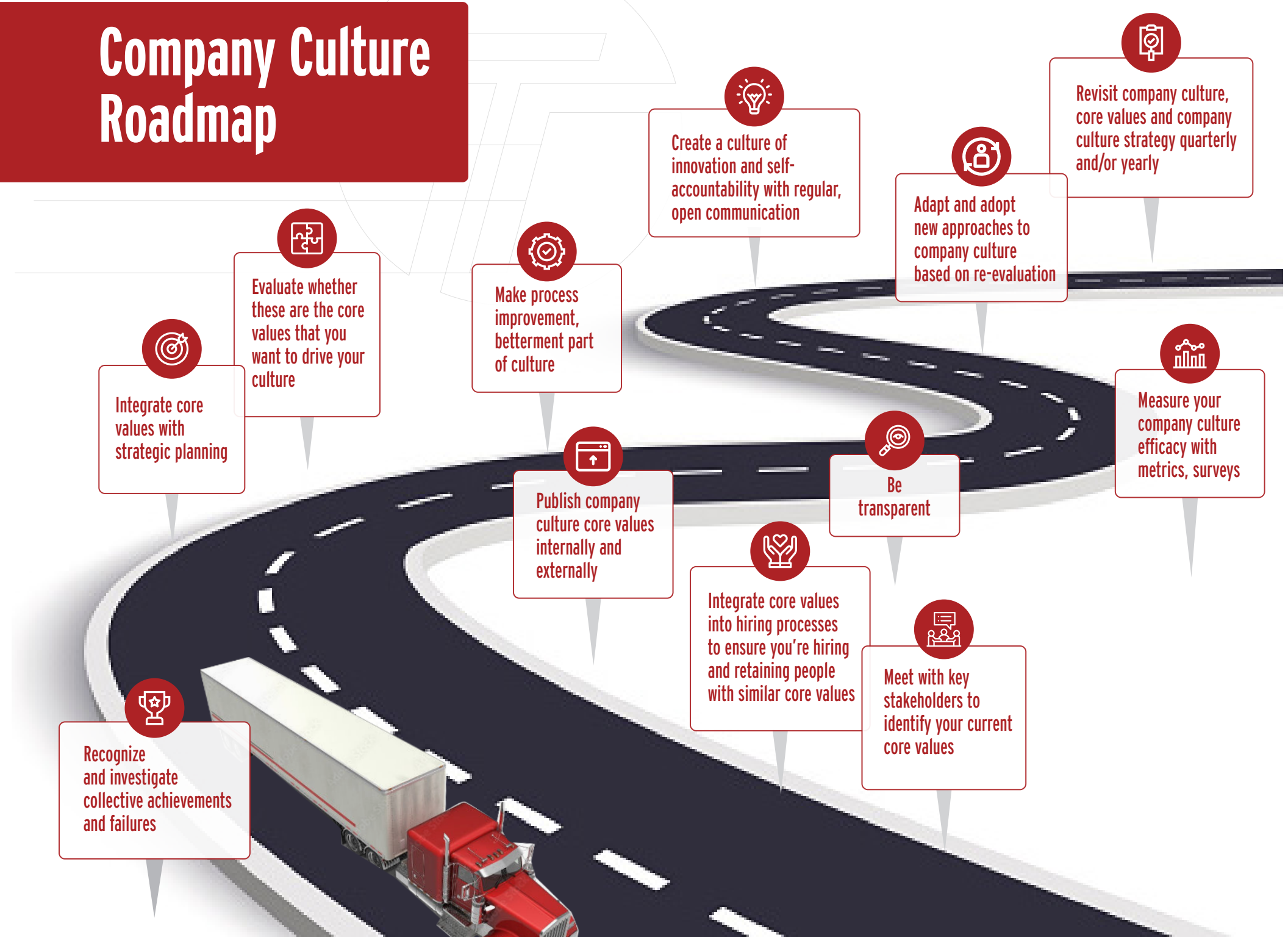Company Culture Roadmap