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|  **AIM ONLINE NEWSLETTER**         Featured Articles      [Metrics That Matter](http://www.aim-llc.net/thoughtleadership)     [Change....before you have to!](http://www.aim-llc.net/thoughtleadership)      [The Value of Strategic Alignment](http://www.aim-llc.net/thoughtleadership)  Inside AIM [Home Page](http://www.aim-llc.net)    [Recent News](http://www.aim-llc.net/AIMNews)     [Learning with AIM](http://www.aim-llc.net/education)       [Thought Leadership](http://www.aim-llc.net/thoughtleadership)              Tell a Friend Know someone who might like to receive our FREE monthly newsletter on a regular basis? [**Forward to a friend**](http://www.aim-llc.net/contactus)AIM AIM SITE.bmpC:\Users\Administrator\Desktop\FM-17.gif            Contact Us Have any comments or question, please [**Contact Us**](http://www.aim-llc.net/contactus).  |  | FORESIGHT©                                                                              July Issue Metrics that Matter "You can't manage what you can't measure".  Success is often defined by what an organization doesn't do as well as what it does.  Executing on the right strategy is "A balancing act" of measuring and managing goals.  Having the right metrics is equally, and in many cases, more important as managing the results.[[Learn more]](http://www.aim-llc.net/thoughtleadership) News and Highlights Join AIM Online A valuable resource, AIM Online offers a **FREE** membership while providing exclusive access to industry insight thought leadership, and “deep” discounts for AIM solutions and services. Subscribe to **FORESIGHT©,** our free monthly newsletter. Become a member **TODAY**….[**Join AIM Online!**](http://www.aim-llc.net/AIMOnline)[[Learn more]](http://www.aim-llc.net/AIMNews) Education and Events [****JOIN****](http://www.us.aim.com/newsletter/article.asp?ArticleID=466) AIM at our world-class educational events [**Introduction to Strategy Mapping**](http://www.aim-llc.net/webconferencestrategymapping.html)Web Conference July 21, 2009 11 a.m. (EST) [**Strategy Mapping Conference**](http://www.aim-llc.net/executiveeducationsmp.html) Executive Conference July 28, 2009 14 Wall Street New York City, NY [[Learn more](http://www.aim-llc.net/EventsCalendar)] \***AIM Online Member Code** - **R361Y** Target Success with AIM Community · Collaborate · Connect What’s ***your*** AIM? **“My AIM”** provides collaboration, and connections to knowledge, expertise, and community through business social networking. Grow with the best…Target Success! **Join “My AIM**”[[Learn more](http://www.aim-llc.net/my)] Thought Leadership [****Knowledge****](http://www.us.aim.com/newsletter/article.asp?ArticleID=467) is Power Whether it is the latest thinking on change, innovation, or strategy AIM has the expertise and resources you need. Visit the [**AIM Bookstore**](http://www.aim-llc.net/bookstore) where you can find the latest articles, books, journals, and publications that affect your success. [[Learn More](http://www.aim-llc.net/thoughtleadership)]                                                                                                                                                **AIM LLC · 217 Country Club Park · Birmingham, AL 35213** **consulting@aim-llc.net** **· 1.205.358.4152 ·** [**www.aim-llc.net**](http://www.aim-llc.net) |