



Business
Marketing Engine

DRIVEN WITH HEART, FUELED BY RELATIONSHIPS

The BME **Stoptlight** System

This is part of the language we use to communicate here at BME.





When we assign an action item to you, then you respond with one of the following colors:



The BME Spotlight System



RED

I don't know how to move forward on this action item.

YELLOW

I think I know what to do, but I need clarification help & support.

GREEN

I'm totally clear on what I need to do and I can complete it as requested.

