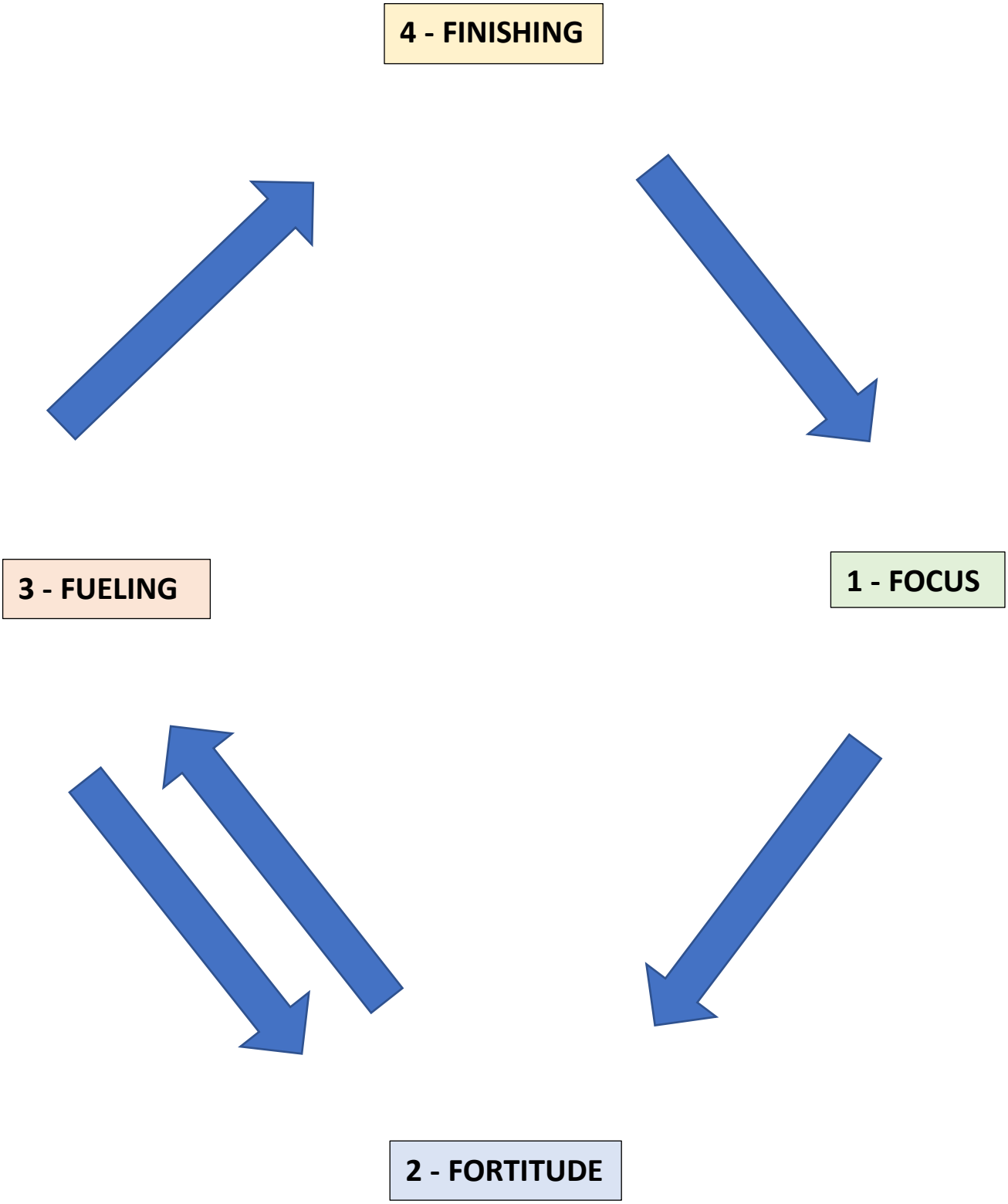PRODUCTIVITY SEQUENCE: THE 4 F'S