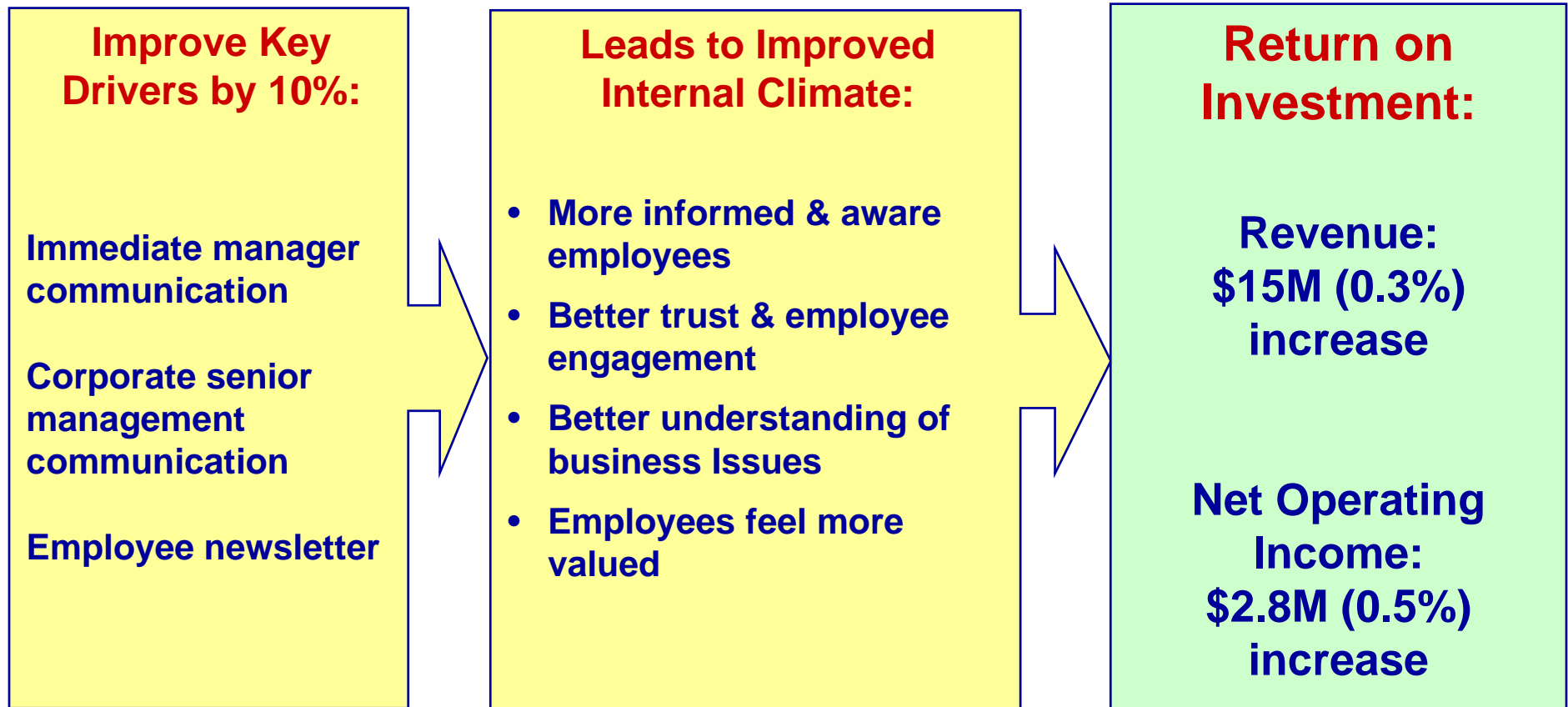


ComLINK Sample Results



We can use this to calculate an actual return on investment in communication. For example, if it costs \$1.5 million to bring about a 10% improvement, which gains \$2.8 million in net income, that's an 86% return on investment!