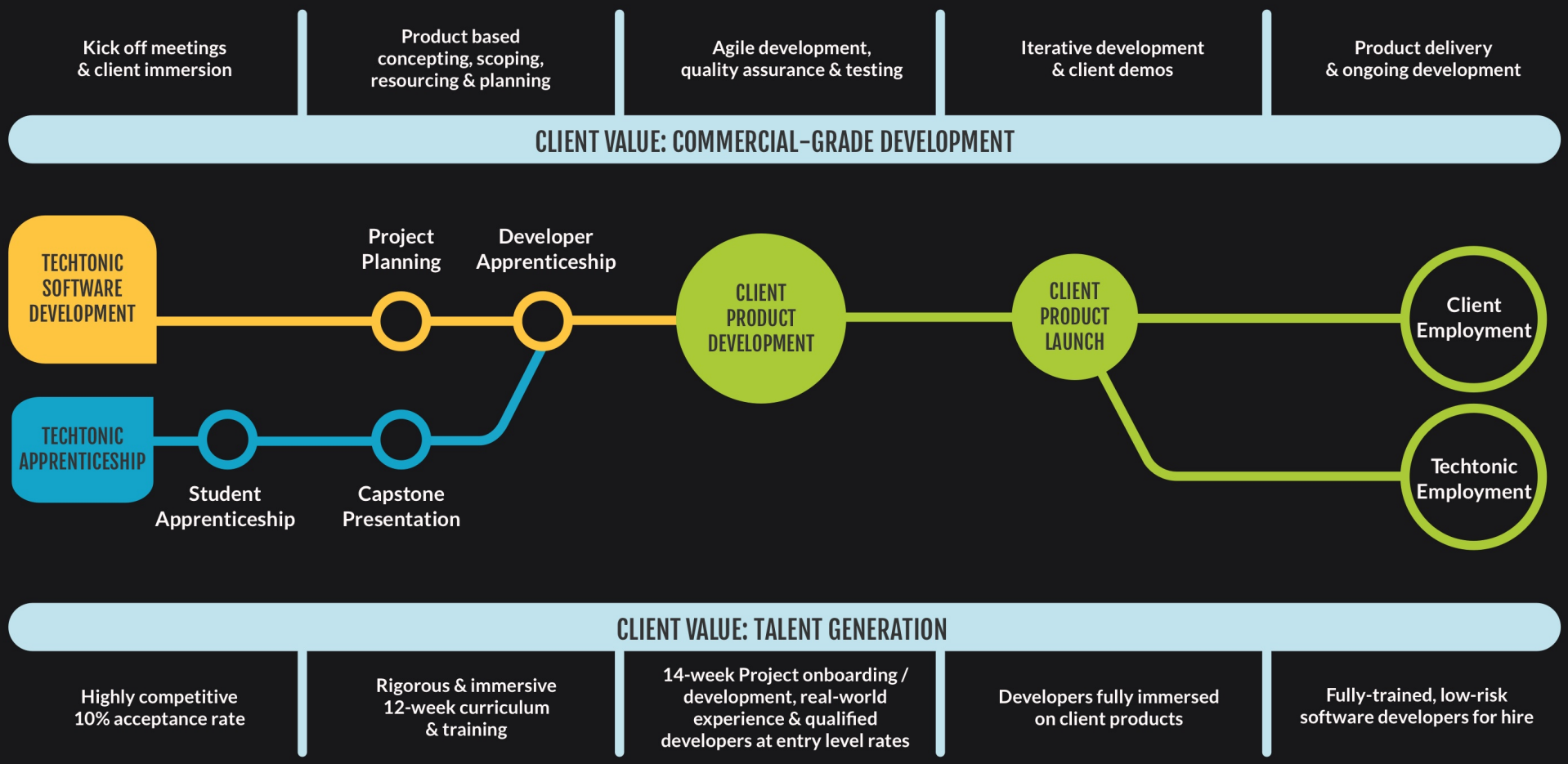TECHTONIC SOFTWARE & TALENT DEVELOPMENT LIFECYCLE