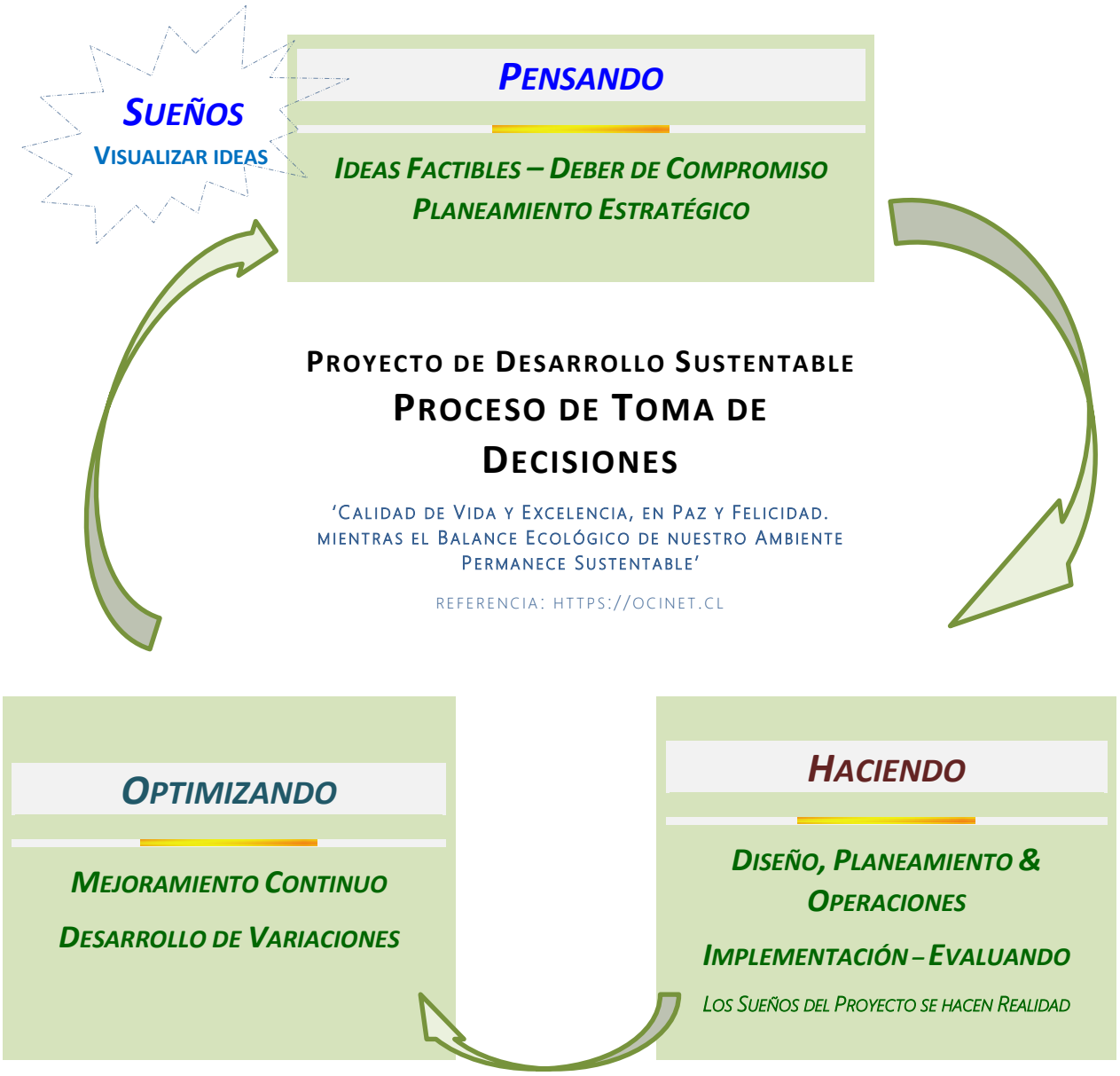Proceso de Toma de Decisiones -- Ciclo de Excelencia.