

Purpose

1 sentence “why” your company does what it does. How do you deliver purpose to customers/employees/supply chain.

Customer

What are your customers’ pain points?

- _____
- _____
- _____

Niche

Your unique selling point

- _____
- _____
- _____

Goals

3 goals (revenue, partnerships, industry)

What is success for the organization?

What transformation will occur?

How will we measure success?

- _____
- _____
- _____

What are your solutions?

What do customers dream about?

How does your customer measure success and failure?

- _____
- _____
- _____

Partnerships

Aligned entities who will help you get there

- _____
- _____
- _____

Marketing

Current marketing efforts

- _____
- _____
- _____

Current offerings / Value proposition

Revenue potential / Social, emotional, functional jobs you’re helping your customer fulfill

- _____
- _____
- _____

Future offerings / Value proposition

Revenue potential / Social, emotional, functional jobs you’re helping your customer fulfill

- _____
- _____
- _____

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Motivation

Long-term vision feels like

What's getting in the way

- _____
- _____
- _____

- _____
- _____
- _____

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Problem

How might we ____ . 5 whys

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Actions

Action/what you will test + role + how will you measure success

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
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- _____
- _____
- _____
- _____
- _____
- _____