

CORE IDEOLOGY

CORE VALUES

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PURPOSE

RESOURCES:
CEO Advisors
Jim Collins
Verne Harnish
Patrick Lencioni

LONG-TERM STRATEGIC THINKING

STRATEGIC ANCHORS

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HEDGEHOG

Passionate About $\frac{\text{Profit}}{\text{Risk}}$

Can Be Best in the World

Economic Engine (*Profit per X*)

BHAG (10-30 years out)

MISSION

SANDBOX

- Geographic Area We Serve
- Target Customer Segments
- Products and Services We Provide
- How We Go To Market

VALUE PROPOSITION

BRAND PROMISE

SWOT REVIEW

Strengths (*Internal*)

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Weaknesses (*Internal*)

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Opportunities (*External*)

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Threats (*External*)

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