

STRENGTH TEST YOUR STRATEGY

MOUNTAIN NAME:

WORDS YOU OWN (MINDSHARE): Think Products or Services that you created or deliver to your clients

SANDBOX & BRAND PROMISES:

WHO/WHERE (CORE CUSTOMERS)	WHAT (PRODUCTS & SERVICES)	BRAND PROMISES	KPIs

BRAND PROMISE GUARANTEE (CATALYTIC MECHANISM):

ONE-PHRASE STRATEGY (KEY TO MAKING MONEY):

DIFFERENTIATING ACTIVITIES (3-5 HOWS):

X-FACTOR (1x - 10x UNDERLYING ADVANTAGE):

PROFIT PER X (ECONOMIC ENGINE):

PINNACLE (7-10 YEAR GOAL):