

TOOLS FOR LIFE

POSITIONING STATEMENT	ELEVATOR PITCH	BRAND STRATEGY	ECOSYSTEM	ACTION PLAN
ooo Docition	-! O1 - 1		itioning Statements ▼ Examples ▼	New
Position	ning Stateme	ent tor Executive	Leadership	?
Target Audience	For financial main my company.	nagement		
Problem Statement	3			
Title and Functio (same for all audience				
Value Proposition	n			
Differentiation	?			
Evidence	?			
			PDF	>>>



TOOLS FOR LIFE

POSITIONING STATEMENT	ELEVATOR PITCH	BRAND STRATEGY	ECOSYSTEM	ACTION PLAN				
		My Posit	ioning Statements ▼	New				
Positioning Statement for Executive Leadership								
(?				
Target Audience	Target Audience	8						
	For financial mana in my company.	agement						
Problem								
Statement	?							
Title and Function								
(same for all audiences	s) ?							
Value Proposition	1							
	?							
Differentiation								
	?							
Evidence								
	?							
			PDF	<u>></u>				