

CUSTOMER-CENTRIC VISION

The outcome you want to provide your customers.
It should seem possible without an obvious path.

GOVERNING CONSTRAINTS

Financial and operational targets or objectives
framed as constraints to the vision.

INTERNAL LANDSCAPE

Current market position(s)
Existing customer & prospect makeup

Existing operational advantages
Existing strategic partnerships

Existing opportunities
Existing assets and business capabilities

EXTERNAL LANDSCAPE

Competitors & Alternatives

Market &
Consumer Trends

Technology & Disruption

Political & Regulatory

TOP 3 IMPEDIMENTS

IMPEDIMENT 1

First impediment to the vision

MEASURES

How will you measure it?

IMPEDIMENT 2

Second impediment to the vision

MEASURES

How will you measure it?

IMPEDIMENT 3

Third impediment to the vision

MEASURES

How will you measure it?