

Success | You Already Have It

Define, Commit, Evolve, Repeat





T E M P E R A T E































Define your Path to Growth

Company Objectives – Short, Mid, Long Term

Additional objectives to define and timestamp:

Marketing Goals

PR Goals

Brand Positioning

Operations Plan

SWOT Analysis

Critical Success Factors

THINGS CHANGE



Pitfalls

- Competitive Noise
- Unrealistic Goals
- Self – Pity

Define your Intention

- Keep yourself in check with reality : hard financial and marketing goals don't lie
- Define your success – creatively, personally, financially and continue to re-evaluate
- Have a support system in place.

Realizing Success

You already have it because it is your STORY

you simply have to define it.