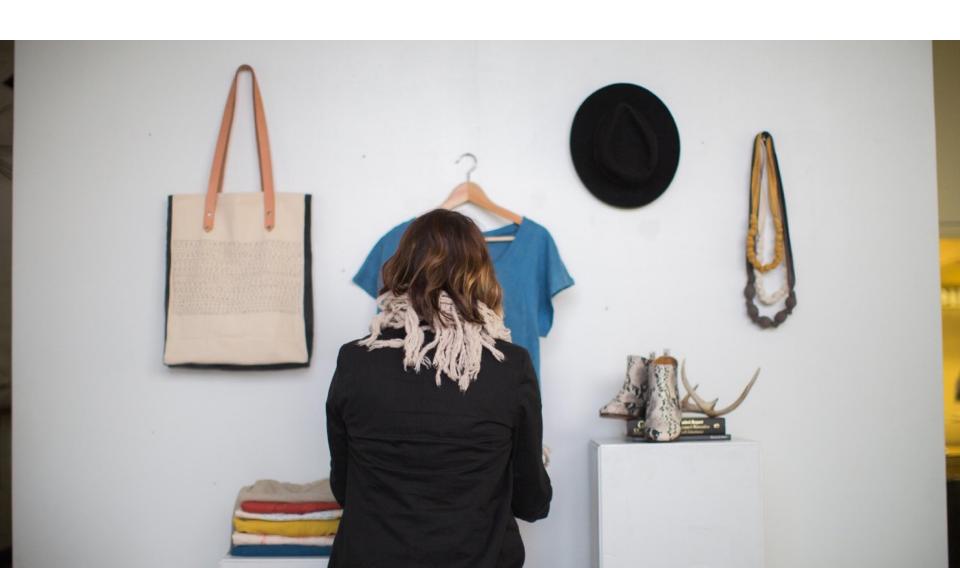
Success | You Already Have It

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.