

COMPANY NAME: \_\_\_\_\_



## MAP

**WHO?** WHO are we? WHO do we want to be in 5 years? 10 years? WHO is our ideal customer?

**WHAT?** WHAT is our mission? WHAT are our objectives? WHAT problem are we solving?

**WHERE?**  
WHERE do customers engage?

**WHEN?**  
WHEN do customers engage?

**WHY?** WHY would someone choose us over our competitor? Is the reason (1) relevant, (2) not easily replicated, and (3) actually true?

**HOW?** HOW can we explain our solution simply? HOW can we take our simple solution to our ideal customer (combining Who/What/Where/When/Why)?

## FUEL

**WHO?** WHO can I learn from or partner with to amplify results?

**WHAT?** WHAT are the 2-3 channels that will bring me the biggest return right now?

**WHERE?**  
WHERE should I focus my energy to connect with customers where they are?

**WHEN?**  
WHEN should I focus my energy to connect with customers at the right moment?

**WHY?** WHY will this help me achieve my goals/objectives/mission?

**HOW?** HOW will I measure progress so I know when to adjust or refuel?

## CRUISE

**WHO?** WHO do I need on my team to support my MAP and FUEL column?

**WHAT?** WHAT tools or systems will simplify my growth?

**WHERE?**  
WHERE should I expand?

**WHEN?**  
WHEN should I expand?

**WHY?** WHY is growth falling short/exceeding/meeting my expectations?

**HOW?** HOW will I review and refine every 90 days?