

REFLECT

1. STARTING POINT
2. TARGET
3. WHERE YOU ARE RIGHT NOW
4. HOW FAR ARE YOU FROM YOUR TARGET?
5. HOW DO YOU MAKE IT FASTER? CAN YOU IMPROVE YOUR TARGET?

TARGET

1. Customers
2. Business Resources
3. Financial Justification

WHERE YOU ARE RIGHT NOW

1. Customers
2. Business Resources
3. Financial Justification

STARTING POINT

1. Customers
2. Business Resources
3. Financial Justification