

Name: _____ Date: _____

FINANCE		QUESTION	ANSWER
Growth	What are our growth targets? Where will the growth come from?		
Profit	What level of profitability will we target?		
Funding	How will we fund growth?		
MARKET		QUESTION	ANSWER
Industry	What industries are we in? What are the emerging trends?		
Customer	Who is our ideal target customer? How will we win new business?		
Competitors	What are the gaps in the market?		
PRODUCTS & SERVICES		QUESTION	ANSWER
Products & Services	What products & services will we offer? How do they satisfy a future need in our target market?		
Stop Doing	What will we not be doing by way of products & services?		
SCA	What will be our sustainable competitive advantage?		
PEOPLE		QUESTION	ANSWER
Leadership	Who is leading the business? Who are the key people?		
Capabilities	What new capabilities in the team will we require to be successful?		
Team	Where are our team based? What is our structure?		
PASSION		QUESTION	ANSWER
Purpose	What will our purpose (our why) be?		
Impact	Does this vision excite us? If so why? If not why not & what has to change?		
Giving Back	What will be our community contribution?		