

COMPANY NAME: _____ DATE _____

ONE THING

Clifton Strengths (www.gallupstrengthscentre.com)

Business Builder Strengths (www.gallupstrengthscentre.com)

Ideal Customer:

Ideal Customer's greatest need:
(That we can solve)

90 DAY ACTIONS

12 MONTH GOALS

3 YEAR STRATEGIC MOVES

BHAG / GIC

Core:

Non-Core:

KPI's	90 days	12 months	3 years

BRAND PROMISE:	KEY BENEFITS:
DPOD	Emotional
BOB	Functional
RR2B	Financial



VALUES (Values Creator @ www.chrismillercoaching.co.nz)

DPOD: Dramatic Point of Difference
BOD: Blunt Overt Benefit
RR2B: Real Reason to Believe

PURPOSE
(Purpose Creator @ www.chrismillercoaching.co.nz)

BHAG: Big Hairy Audacious Goal
GIC: Greatest Imaginable Challenge

Strengths	Weaknesses	Opportunities	Threats

Political
Economic
Social
Technological

