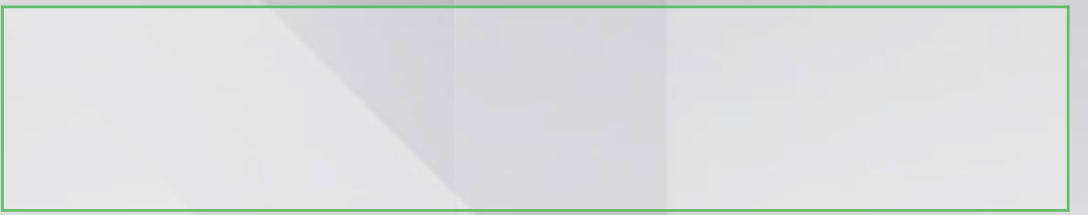


OUR GAME PLAN	HOW?	Our BHAG	True North Metric		BHAG	
			Our # 1 measure of business success [Financial metric] / [performance denominator]		From [X] to [Y] [True North Metric] by [month & year] Game-changing outcome of executing strategy	
	HOW?	Our Winning Moves ('big plays' to achieve, extend, & exploit our market position)	#1	#2	#3	#4
			Do [X] by [time] to achieve [Y] by [time]	Do [X] by [time] to achieve [Y] by [time]	Do [X] by [time] to achieve [Y] by [time]	Do [X] by [time] to achieve [Y] by [time]

OUR COMPETITIVE POSITIONING STRATEGY	OUR TARGET MARKET						
	WHY?	Our Queer Customers (people most likely to buy our product and make us money)	Who are they?	Their General Problem	Their Special Problem	Their Buying Moment	
			A "10/50 niche". What vivid characteristics most important to why they need us separate them from 'the mainstream'?	What problem are we trying to solve?	What special aspect of the problem will they pay more than the mainstream to solve? Why are they so profitable to serve?	What emotional state drives them to action to solve their need? What catalyses those needs states?	
	OUR PROMISE						
	HOW?	Our Remarkable Promise (value proposition: intriguing, compelling, unique)	Promise	Offering	Guarantee	Talking Logo	Words We Own
			What do we promise to do for them?	What products & services do we use to fulfil that promise?	What costly, internal mechanism do we use to force massive internal focus on delivering our promise, every time?	What Unique Selling Proposition accompanies our company logo in all branding?	For which phrases will we be #1 on Google?
	OUR DEFENDABLE COMPETITIVE ADVANTAGE						
		Our Brilliance (Activities we are much better at)	Value chain performance advantage		Activities		
			What steps in the value chain do we kick butt in? What measurable performance advantage do we achieve?		What operational activities do we do much better than our primary competitors?		
		Our Signature Strengths (Unique capabilities)	What capabilities set us apart (they're really valuable in delivering our promise, we have them in abundance, competitors don't, and they're hard to get)? Which PRIMARY SOURCE OF VALUE dominates how you will make trade-offs in Organisation design, Operations design, capital. Including know-how, processes, assets, & networks				
	Our Differentiated Positioning	<ul style="list-style-type: none"> Superior Relationships – Building strong relationships with a specific Market segment, Having superior insight into their needs, investment and budget allocation? & rolling out multiple products / services to meet those, leveraging the trusted relationship to sell into the segment Superior Service – delivering far superior service to the industry standard, leaving customers feeling well looked after Superior Product - Having a significantly superior Product or range of products, through superior R&D & product development Superior Value - Delivering the lowest possible price for a low frills but satisfactory product / service 					
HOW?	Our X-Factor (our thesis for market domination)	The Choke Point		Our X-Factor			
		What massive unsolved constraint / problem / limiting factor restricts the value most competitors deliver to customers?		How are we going to solve The Choke Point in a way that gives us a massive unfair advantage for a long time?			

OUR DNA	Our Business DNA	Mission?	Purpose	Values
		WHAT problem do we exist to solve, for whom?	WHY does it matter to us? What is the ultimate reason we want to solve that problem?	HOW will we go about it? If strangers were to watch us for a few days, what words would they use to describe us and how we do our work?
	Our Founders' DNA	Founders' Passion	Founders' Unique Strengths	Founders' Networks
		What gets us out of the bed in the morning? What problem are we obsessed with solving? What would we do for free if we could?	What does our core team bring to this space that our main competitors don't have? What in our collective experience, skills & personalities conveys unique strengths in our leadership team?	Which critical influencers, networks, or key channels do we have privileged or superior access to, which could convey advantage?

TEN X STRATEGY



OUR GAME PLAN	Our BHAG HOW?	True North Metric		BHAG	
	Our Winning Moves ('big plays' to achieve, extend, & exploit our market position) HOW?	#1	#2	#3	#4

OUR COMPETITIVE POSITIONING STRATEGY	OUR TARGET MARKET					
	Our Queer Customers (people most likely to buy our product and make us money) WHY?	Who are they?	Their General Problem	Their Special Problem	Their Buying Moment	
	OUR PROMISE					
	Our Remarkable Promise (value proposition: intriguing, compelling, unique) HOW?	Promise	Offering	Guarantee	Talking Logo	Words We Own
	OUR DEFENDABLE COMPETITIVE ADVANTAGE					
Our Brilliance (Activities we are much better at)	Value chain performance advantage		Activities			
Our Signature Strengths (Unique capabilities)						
Our Differentiated Positioning						
Our X-Factor (our thesis for market domination) HOW?	The Choke Point		Our X-Factor			

OUR DNA	Our Business DNA	Mission?	Purpose	Values
	Our Founders' DNA	Founders' Passion	Founders' Unique Strengths	Founders' Networks