

## Words You Own (Mindshare):

## Sandbox and Brand Promises:

Who/Where (Core Customers)	What (Products and Services)	BRAND PROMISES	KPI's

## Brand Promise Guarantee (Catalytic Mechanism):

## One-PHRASE Strategy (Key to Making Money):

## Differentiating Activities (3 – 5 How's):

## X-Factor (10x – 100x Underlying Advantage):

## Profit per X (Economic Engine):

## BHAG\* (10 – 25 Year Goal):

*\*BHAG is a Registered Trademark of Jim Collins and Jerry Porras*