

CLIENTS

6. BRAND PROMISE

1. STRATEGY STATEMENT			

2. CUSTOMER PROBLEMS WE ARE SOLVING			
	BRAINSTORM CUSTOMERS NEEDS:	VOTES	CHOOSE
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

3. BRAND PROMISE	
1	
2	
3	

4. FOCUS (3-5 YEARS)	
WHERE?	
WHAT?	
HOW?	

5. GOALS (1-5 YEARS)	
FUTURE DATES	
REVENUES	
PROFIT (EBIT-DA)	
BUSINESS VAL-UE	