

Words You Own (Mindshare):

Sandbox and Brand Promises:

Who/Where (Core Customers)	What (Products and Services)	BRAND PROMISES	KPIs

Brand Promise Guarantee (Catalytic Mechanism):

One-PHRASE Strategy (Key to Making Money):

Differentiating Activities (3 – 5 Hows):

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*