

## VISION: MOVES 1-3 + MARKETING STRATEGY

### MOVE 1 YOUR FOUNDATION

Core Values

What does your team stand for? (3-7 values, keep it real)

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_

### MOVE 2 YOUR MISSION

Purpose + Niche

#### PURPOSE

Why does your team exist beyond making money?

#### NICHE

Who do you serve? What makes you different?

### MOVE 3 YOUR NORTH STAR

5-Year Target

Your big, long-range target. Short enough to say from memory.

### STRATEGY MARKETING STRATEGY

How You Win

#### TARGET MARKET — THE LIST

Who are you trying to reach?

#### YOUR 3 UNIQUES

What sets you apart from every competitor?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_

#### PROVEN PROCESS

The steps you follow to deliver your service:

#### GUARANTEE

What can every client always count on from you?

#### PROOF POINT

What result or story shows your model works?



## EXECUTION: MOVES 4-7 + WEEKLY BRIEFING

### MOVE 4 THE HORIZON

3-Year Picture

FUTURE DATE      REVENUE TARGET      PROFIT TARGET

#### KEY MEASURABLES

Numbers that tell you you are on track:

#### WHAT DOES IT LOOK LIKE?

(team, clients, offices, culture)

### MOVE 5 YOUR YEAR ONE

Annual Plan

YEAR      REVENUE TARGET

#### TOP 3-7 PRIORITIES THIS YEAR

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### MOVE 6 MISSION MOVES

90-Day Priorities

QUARTER      END DATE

#	MISSION MOVE	OWNER
1		
2		
3		
4		
5		
6		
7		

### MOVE 7 THE CLEARANCE LIST

Issues to Solve

Capture every obstacle. Identify. Discuss. Decide.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### WEEKLY THE MISSION BRIEFING

Weekly Meeting

DAY      TIME

LOCATION / LINK

#### STANDING AGENDA

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_