

The Golden Circle

What do you sell your customers?

How do you do it differently than others?

Why do you do what you do?

Brand Promise

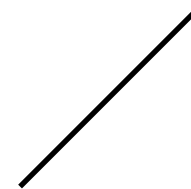
What experience are you providing customers that you are willing to take a financial hit for failing to deliver on?
(Ex: Rackspace: We'll fix your hardware in 4 hours or less)

Profit Per X

(Ex: Apple: Profit Per Customer Subscription)

Numerator

Profit, revenue, gross margin, drivers, routes, etc



Denominator

Stores, clients, visits, subscriptions

BHAG Statement

What's the Aspiration?

To become....
Transform.....
Be the.....
Own

What's the Success Criteria?

Revenue...
Market share....
Brand recognition....
Market position...

By What Date?

2030?
2035?
2100?

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