

Strategy: 7 Strata

Organization Name:

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 How's)

X-Factor (10x-100x Underlying Advantage)

Profit per X (Economic Engine)

BHAG® (10-25 Year Goal)

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