

**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):**

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*\*BHAG is a Registered Trademark of Jim Collins and Jerry Porras*