



LONG-TERM PLAN

AUDACIOUS (10+ YEAR) GOAL (Your Mount Everest)	
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3-YEAR AGGRESSIVE TARGETS	
Year Ending:	

3-YEAR FOCUS
What are the key pillars to elevating the company, achieving your three-year goals, and making significant progress towards your Audacious Goal
1.
2.
3.
4.
5.

EXPANSION	New Geographies, M&A, New Segments	
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ACQUISITION	What Are Your Top 3 Selling Channels, and How Will You Measure Success?	
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NEXT S CURVE	New Revenue Streams; Products and Services	
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CATALYTIC MECHANISM (How to Remove Buying Risk?)	
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