



# VISION WORKSHEET

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	<b>One Strategy</b> (How to Achieve Maximum Growth, Loyal Customers, Extraordinary Profit)		
	<b>Core Customer Segment</b> (Describe the Person and What They Are Dealing With)		
	<b>Job to Be Done</b> (What is the Pain, Gain, or Problem You Are Solving That Competitors Are Missing?)		
	<b>Customer Promises</b> (What Are the Major Things You Will Do More of Than Your Competition Where Your Competition is Failing to Get the "Job Done" Better?)	<b>Activities:</b>	<b>KPIs:</b>
	<b>We Don't Do</b> (What Are the Major Things You Will Not Do Because They Are Not Necessary for the "Job to be Done" and Allow You to be More Profitable Than Everyone Else?)		
	<b>Positioning</b> (How Will You Gain Mindshare over Everyone Else?)		