

**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):**

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