

# CREATING YOUR COMPELLING BUSINESS FUTURE

## CURRENT STATUS

REVENUES	% PROFIT
% Growth	# of Customers
Target Markets/Customers	
Products/Services (Differentiation)	
Customers (Volume, Loyalty)	
Leadership (Capacity, Performance)	
Culture (Values, Behaviors)	
Team (Cohesiveness, Performance)	
Critical Success Factors	

## FUTURE 1 YEAR VISION

REVENUES	% PROFIT
% Growth	# of Customers
Target Markets/Customers	
Products/Services (Differentiation)	
Customers (Volume, Loyalty)	
Leadership (Capacity, Performance)	
Culture (Values, Behaviors)	
Team (Cohesiveness, Performance)	
Critical Success Factors	

## CHANCE OF SUCCESS

%

## STRATEGIC GROWTH FOUNDATION

- Leadership Development
- Strategic Planning
- Processes & Systems
- Culture & Organ. Development
- Team Building & Communication
- Continual Improvement
- Change & Performance Mgmt.
- Marketing/Competitive Analysis

# CREATING YOUR COMPELLING BUSINESS FUTURE

## VISION CONGRUENCY CHECK

Scale: 1-10

- **Desirability of Vision** \_\_\_\_\_
- **Confidence Level** \_\_\_\_\_  
(confidence the vision will be attained)
- **Level of Behavioral Difficulty** \_\_\_\_\_  
(difficulty achieving vision,  
given current behaviors)
- **Belief in Capabilities** \_\_\_\_\_  
(belief that you have the  
capabilities to achieve vision)
- **Level of Worthiness** \_\_\_\_\_  
(extent you consider yourself worthy  
to realize vision)
- **Readiness** \_\_\_\_\_  
(do you have the necessary  
internal/external resources to achieve)

## The Strategic Edge: TOWS Analysis

<div style="display: flex; justify-content: space-between;"> <span>External Factors</span> <span>Internal Factors</span> </div>		Opportunities (O)	Threats (T)
		1. 2. 3.	1. 2. 3.
Strengths (S)	S-O Strategies (Maxi-Maxi)	S-T Strategies (Maxi-Mini)	
1. 2. 3.			
Weaknesses (W)	W-O Strategies (Mini-Maxi)	W-T Strategies (Mini-Mini)	
1. 2. 3.			

**Questions:**

**Strengths & Opportunities (S-O)** – How can you use your strengths to take advantage of opportunities?

**Strengths & Threats (S-T)** – How can you take advantage of your strengths to avoid real/potential threats?

**Weaknesses & Opportunities (W-O)** – How can you use your opportunities to overcome your weaknesses?

**Weaknesses & Threats (W-T)** – How can you minimize your weaknesses and avoid threats?

