

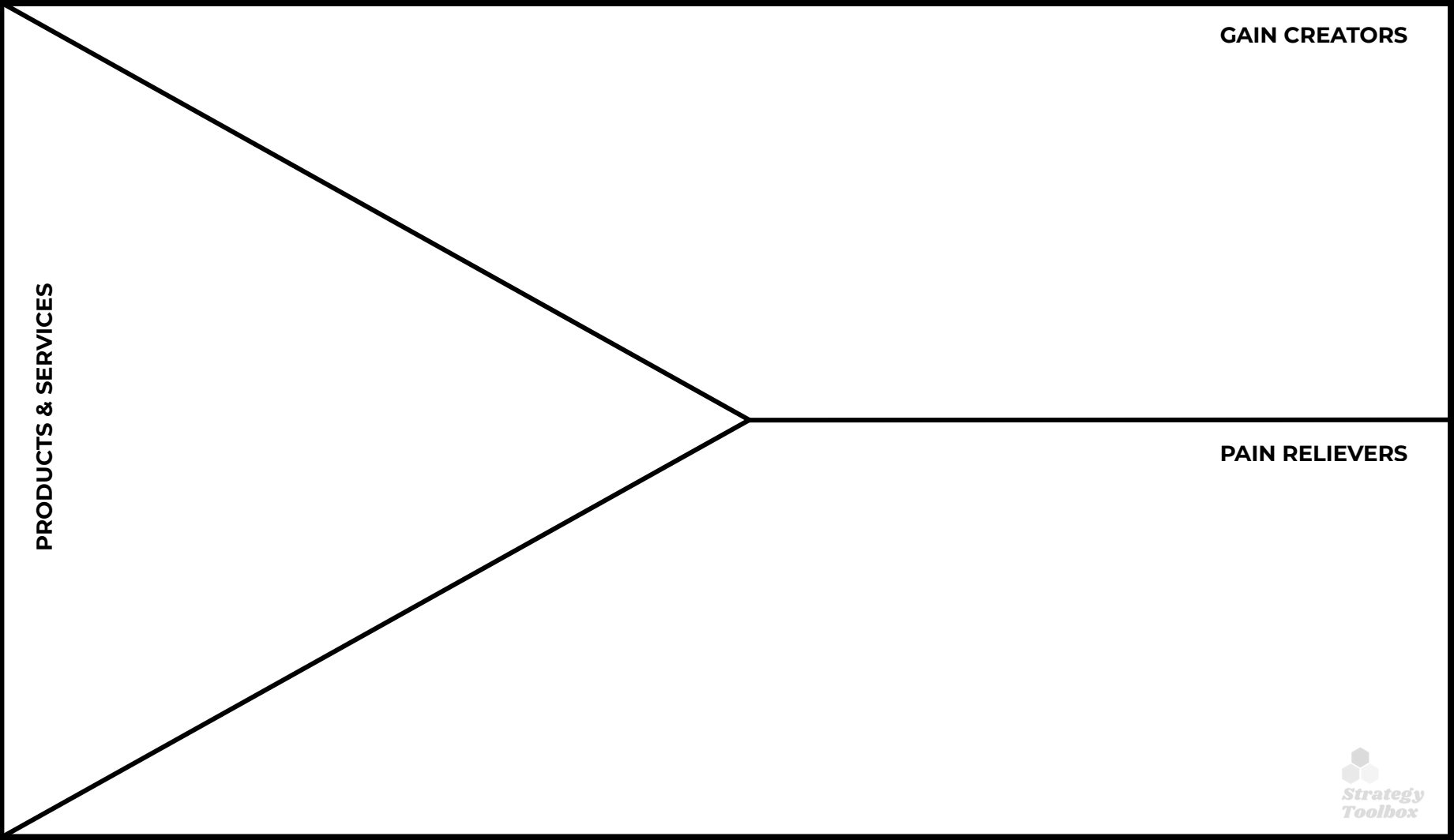


The *mini* Strategy Toolbox

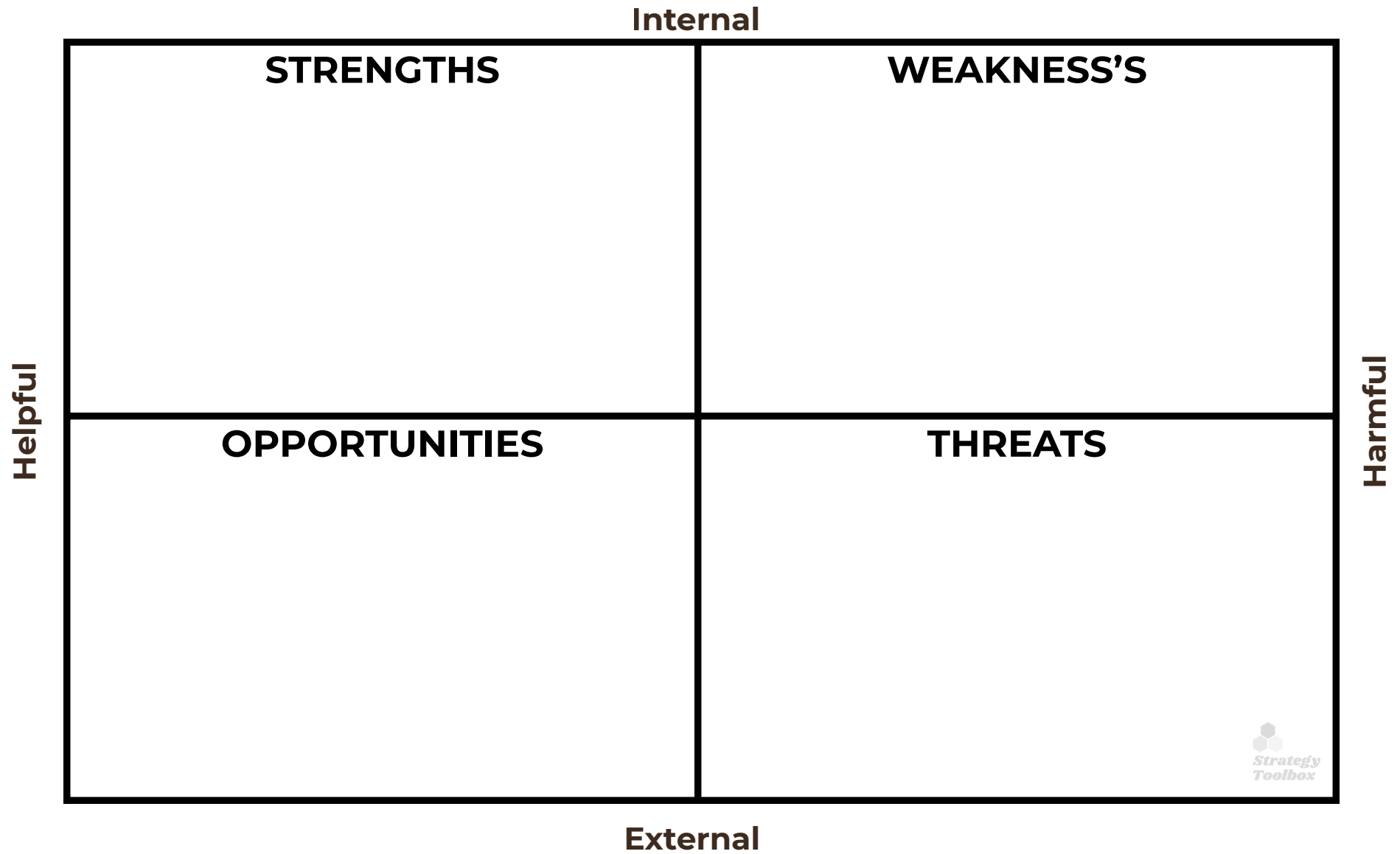
Workbook

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OSTERWALDER VALUE PROPOSITION



SWOT ANALYSIS



VISION & MISSION STATEMENTS

**(1) Our business is meaningful
because...**

**(2) The future will be better
because we...**

**(3) We're proud of the way we
do...**

(4) Our ideal customers are...

(5) Offerings Summary....

(6) Gains & Pains Summary

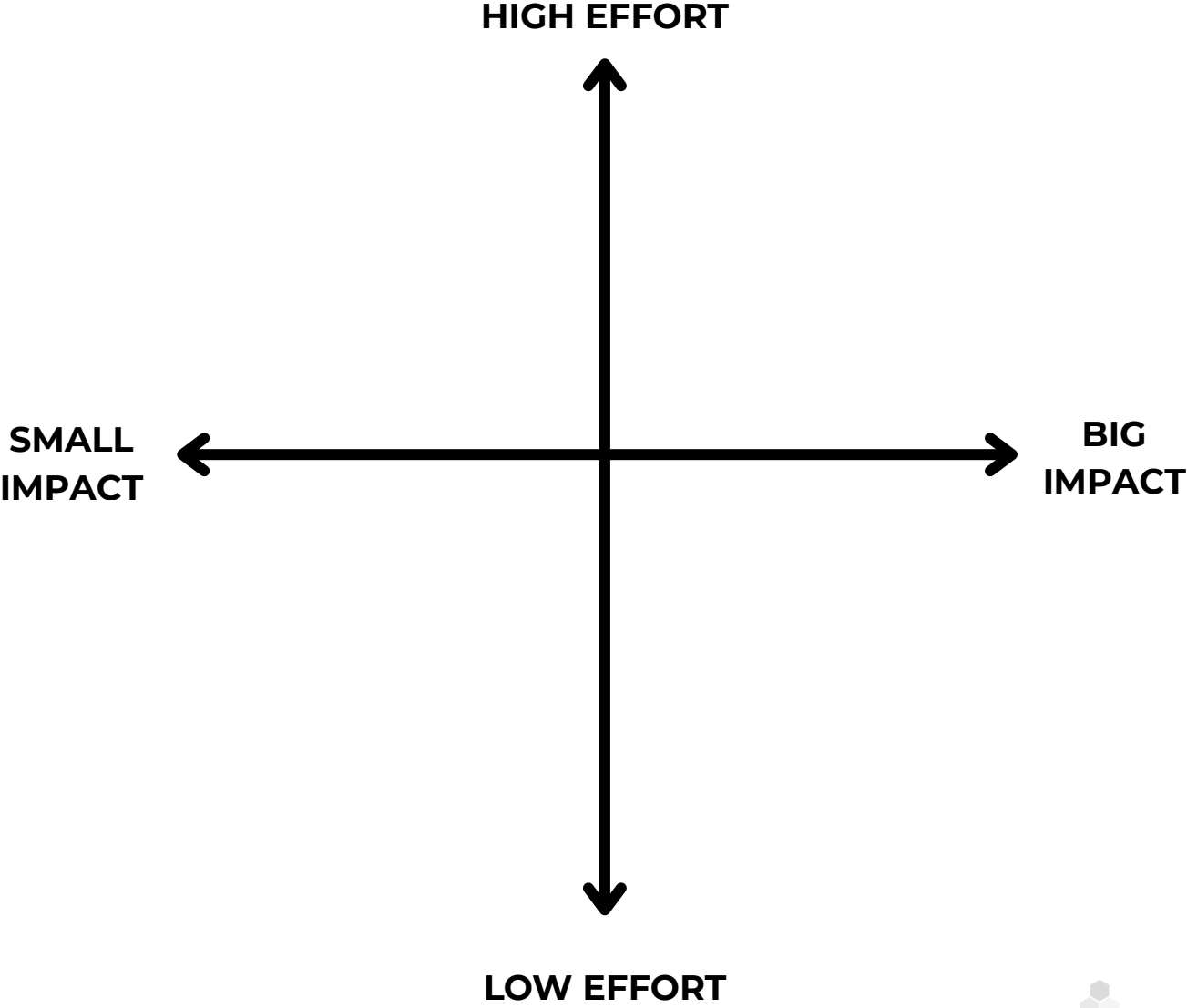
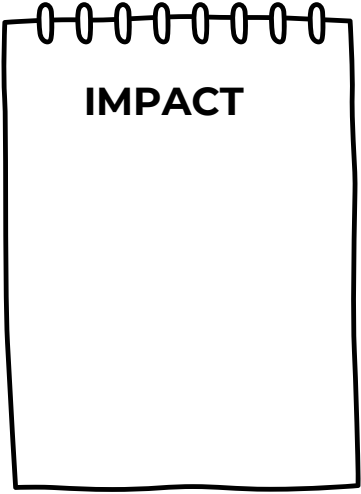
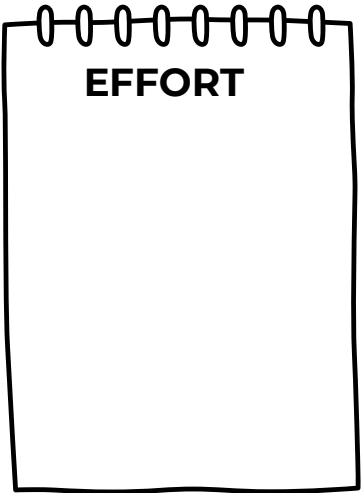
VISION: $1 + 2 + 3$

MISSION: $3 + 4 + 5 + 6$

BUSINESS VALUES DEFINITION

(1) Non-Negotiables	(2) Moments we're proud of	(3) Reputation Aspiration	(4) Legacy	(5) Collaborator Qualities
Our Values  Strategy Toolbox				

PRIORITISATION MATRIX



BUSINESS STRATEGY

VISION

MISSION

OUR VALUES

SHORT TERM PRIORITIES



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