THE BUSINESS MODEL

Vision - Shared by All
- Core Values
- Core Focus
- Core Target
- Marketing Strategy
- 3 Year Picture

Traction
- Rocks
- Meetings
- Measurables

People
- Right Seats
- Team

Issues
- Identify
- Discuss
- Solve

Process
- Documented
- Simplified
- Followed by All

Scorecard
- Pulse
- Predict
- Process
- Marketing Funnel