

## Uncover the Right Data to Drive the Right Discussions

Key Questions	Notes
What's my competition not willing to do?	
What do our customers hate but have to put up with?	
Do I have an asset or diamond in my backyard?	
What's the biggest barrier to entry for my prospects and how can I remove it?	
Are there opportunities to consider through partnership, acquisition or joint venture?	
What are some big ideas or opportunities we have discussed in the past, but not acted on?	

## Top Strategic Ideas to Drive Revenue and Profit

No	Strategic Ideas	Most Promising?
1		
2		
3		
4		

### Pressure Test Your Ideas:

- Can you project revenue growth to 2x your business?
- Does it get you closer to your BHAG?
- Does it align with your core strategy: Core Values, Core Purpose, Core Customer?
- Are/will your customers be excited about this idea or merely lukewarm?
- Is/will your team be excited about this idea or are they just humoring you?
- Do you find yourself distracted by other, more exciting ideas?
- Does your team shut down or change the subject when this idea comes up?
- Is this an idea that keeps coming up over and over again but doesn't seem to get off the ground?
- Is the idea turning out to be more expensive to implement than you ever could have imagined?
- Is this strategy already being deployed by your competition? Are you just following them instead of generating your own great strategy?



## How to Rate Your Strategic Ideas

### Impact on Revenue Growth

<b>Impact (3-5 years)</b>	10%	20%	30%	40%	50%	60%	70%	80%	90%	≥ 100%
<b>Rating (1-10)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>

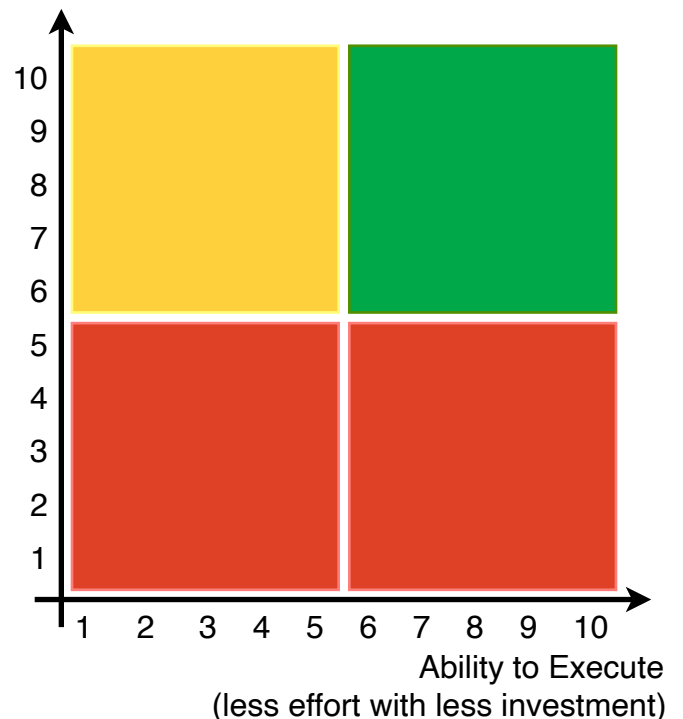
### Ability to Execute

<b>Ability</b>	Rare or expensive new capabilities	Need to Hire new resources	Current team, impacts other projects	Current team, May move other projects along as well	Moves other projects along as well + Learns new skills
<b>Rating (1-10)</b>	<b>1, 2</b>	<b>3, 4, 5</b>	<b>6, 7</b>	<b>8, 9</b>	<b>10</b>

## Rank Your Strategic Ideas

No	Strategic Ideas (3-5 Years)	Impact	Ability to Execute
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Impact on Revenue Growth





## Top Strategic Idea

No	Strategic Idea	Desired Results & Notes	Impact	Easy?

## Find the “Who”

Who can accelerate your progress?	Notes

## 5 Year Revenue Projections

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					

## Validate your Assumptions with Real World Data and Insights

No	Assumption	How to Measure?	Real World Data	Insights
1				
2				
3				
4				
5				