

## VISION



The compass guiding your journey, a direction that you want to head.

## MISSION



The map that gives you an idea how to get to your vision.

## BHAG



Big hairy audacious goals - stops you'll want to take along the way to your destination.

## GOALS



Turn-by-turn directions on how to get to where you're going.

## VALUES



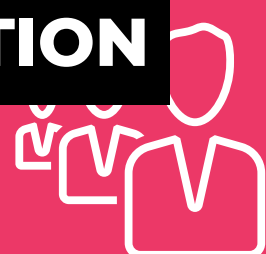
Some principles that you're going to uphold along your journey.

## PROP



Your value proposition is the vehicle that you'll get to your destination in (service or product).

## POSITION



Your positioning statement is about the passers-by. How they see your vehicle and the journey you're on.

We believe the magical land of rainbow unicorns is in the north somewhere.

We can see that going around the outside of the town might work best, as it gets us heading north quickly and safely.

We're going to take the motorway to the city first.

To get to the motorway, we must turn left at the junction, then straight over at the roundabout.

We'll drive sensibly and we won't run over any children.

We're going to drive there in the most comfortable and safest car that was ever created.

Come on our journey with us, you'll love our comfortable and safe car.

To accelerate the world's transition to sustainable energy (Tesla)

In pursuit of this goal, we build products that replace some of the planet's biggest polluters—while trying to do the right thing along the way. (Tesla)

To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online (Amazon)

To increase annual revenue by 20% in the next two years.

Warrior Spirit, Servant's Heart, and Fun-LUVing Attitude (Southwest Airlines)

Shave time. Shave money. Premium grooming products delivered to your door at a fair price (Dollar Shave Club)

For upscale American families, Volvo is the family automobile that offers maximum safety, because only Volvo does everything necessary to protect the driver and passengers (Volvo)

CONCEPT

EXAMPLE