

A successful go-to-market strategy must be anchored by fixed purpose and vision.

TODAY permanent & absolute	TOMORROW transient & malleable	THE FUTURE semi-permanent & absolute
<p>CORE VALUE The thing(s) we will not compromise to achieve our goals</p> <p>CORE PURPOSE Our reason for being — what people are here to accomplish every day</p> <p>CORE TECHNOLOGY The essential capability that powers what we deliver — must be protected and leveraged as a key differentiator</p>	<p>STRATEGY The way we compete</p> <p>BUSINESS MODEL</p> <ul style="list-style-type: none">• SUPERLATIVE BUSINESS VALUE The job done by our products and services and the outcomes customers derive from engaging with us• PROFIT MODEL How the company creates value for itself• KEY RESOURCES & PROCESSES The people, systems and brand required to deliver your business value	<p>BHAG (Big Hairy Audacious Goal) A clear finish line, so everyone knows whether we're succeeding</p> <p>ENVISIONED FUTURE The future of the world that only we can create — the result of realizing our core purpose and why we can reach the BHAG</p>

