Business Goals Excercise

One part of our Brand Discovery



Revenue

| Term | Description | Desirability | Doability | Total |
|------|---|--------------|-----------|-------|
| 1 | Revenue item that takes around one month to implement | 1–10 | 1–10 | |
| 3 | Revenue item that takes around 3 months to implement | 1–10 | 1–10 | |
| 6+ | Revenue item that takes 6-12 months to implement | 1–10 | 1-10 | |
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Awareness

| Term | Description | Desirability | Doability | Total |
|------|---|--------------|-----------|-------|
| 1 | Awareness item that takes around one month to implement | 1–10 | 1–10 | |
| 3 | Awareness item that takes around 3 months to implement | 1–10 | 1–10 | |
| 6+ | Awareness item that takes 6-12 months to implement | 1–10 | 1–10 | |
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Efficiency

| Term | Description | Desirability | Doability | Total |
|------|--|--------------|-----------|-------|
| 1 | Efficiency item that takes around one month to implement | 1–10 | 1–10 | |
| 3 | Efficiency item that takes around 3 months to implement | 1–10 | 1–10 | |
| 6+ | Efficiency item that takes 6-12 months to implement | 1–10 | 1–10 | |
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