

Words You Own (Mindshare):**Sandbox and Brand Promises:**

Who/Where (Core Customers)	What (Products and Services)	BRAND PROMISES	KPIs

Brand Promise Guarantee (Catalytic Mechanism):**One-PHRASE Strategy (Key to Making Money):****Differentiating Activities (3–5 Hows):****X-Factor (10x – 100x Underlying Advantage):****Profit per X (Economic Engine):****BHAG* (10 – 25 Year Goal):**

*BHAG is a Registered Trademark of Jim Collins and Jerry Porras.