

Introduction

Presentation Round
Program & Schedule



Your facilitator today

Rune Meyer

- MSc(Econ)/other skills
- BusinessInnovator/+300 start-ups (coach, mentor, advisor, founder, co-founder)
- Passion is the biggest driver for every business



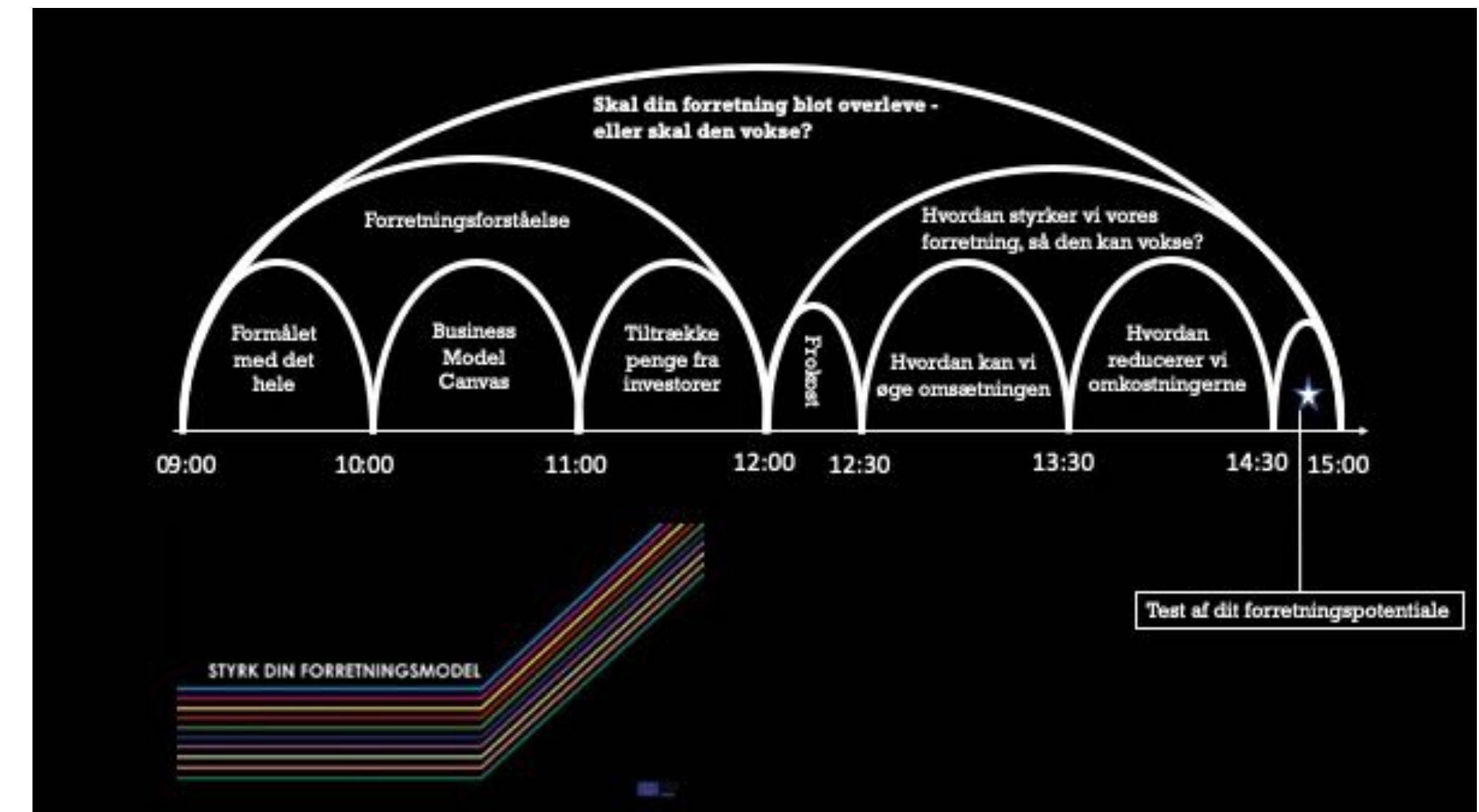
Your turn

- What's your name?
- Which organization do you represent?
- What is your burning platform right now?
- Why are you here?
- How will this day benefit you?

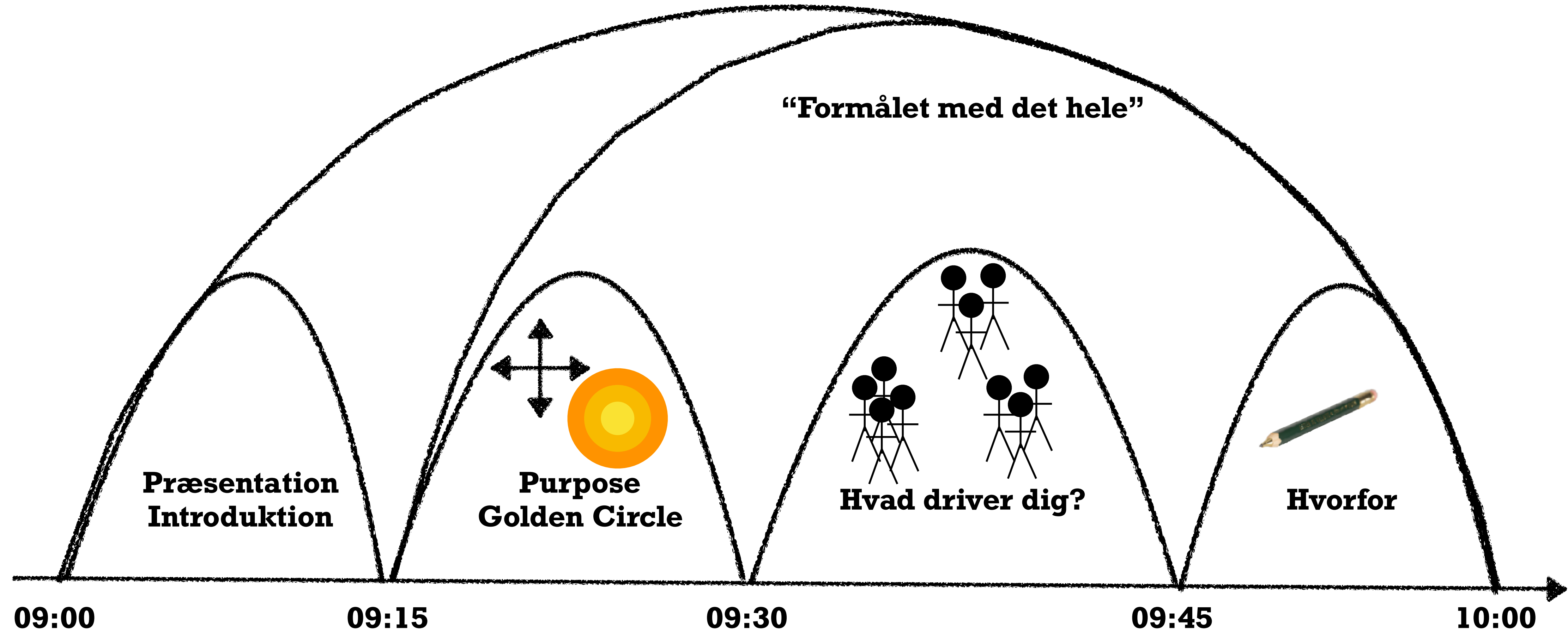


I DO ART

- **Intension** for today: Inspire you to grow your business, provide you with tools to grow your business, empower you to take decision and actions to grow your business
- **Desire Outcome** for today: You start your growth-journey today
- **Agenda:** Purpose/Why, BMC, How to attract investors, revenue models, cost reduction, test
- **Rules/Roles:** You are the important ones. Use breaks for PP - start with the thing that is most urgent. I am here for you.
- **Timeframe:** 09:00 AM to 03:00 PM



Start with the end in mind

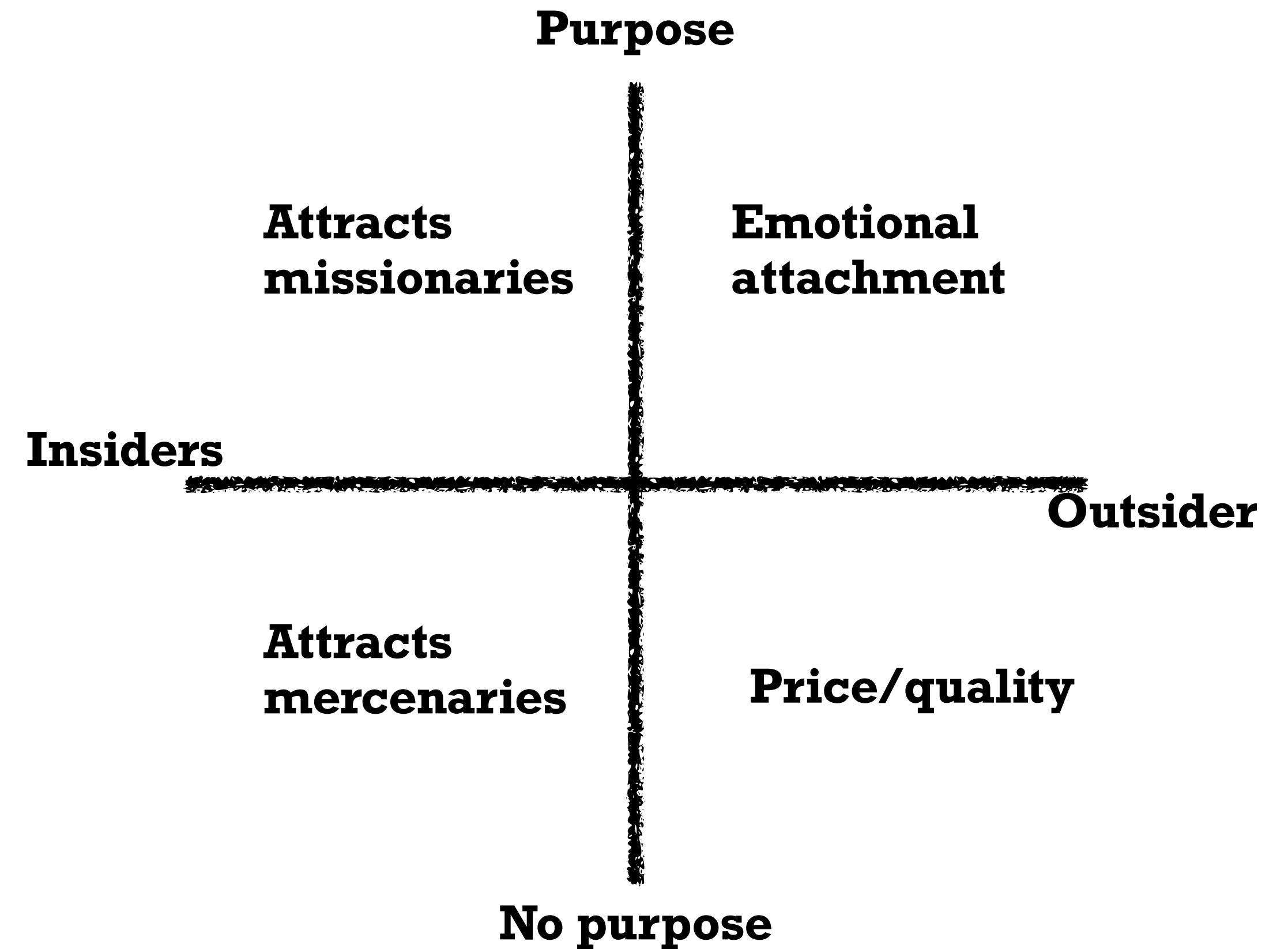


Why purpose is important

- Most businesses, by default, operate on a foundation of “what” - based on a need to offer services or products in exchange for currency - building up their business from ground up, so to speak.

What we do

- Question: Short - max 10 sec - **What is it your business do?**

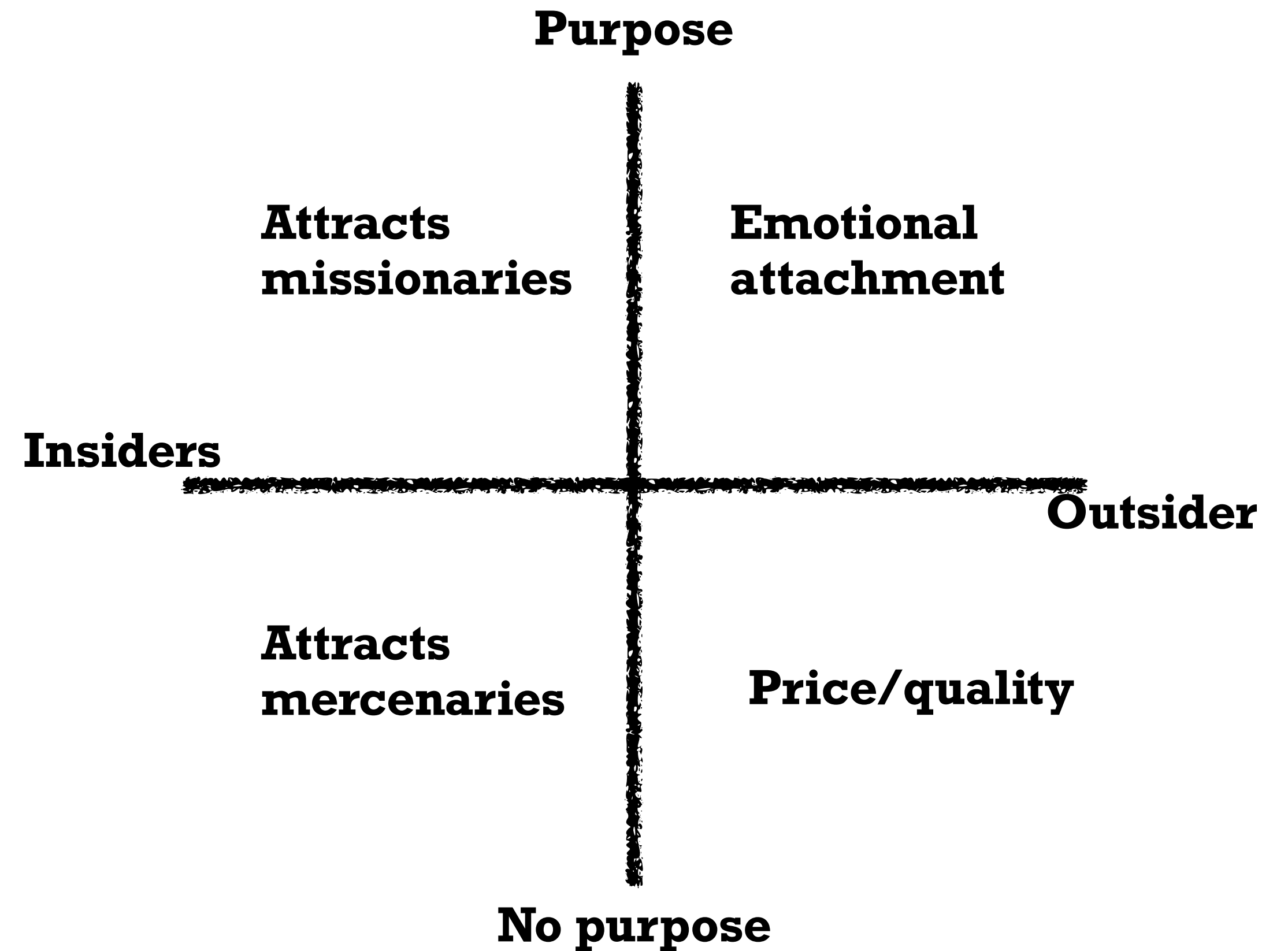


Why purpose is important

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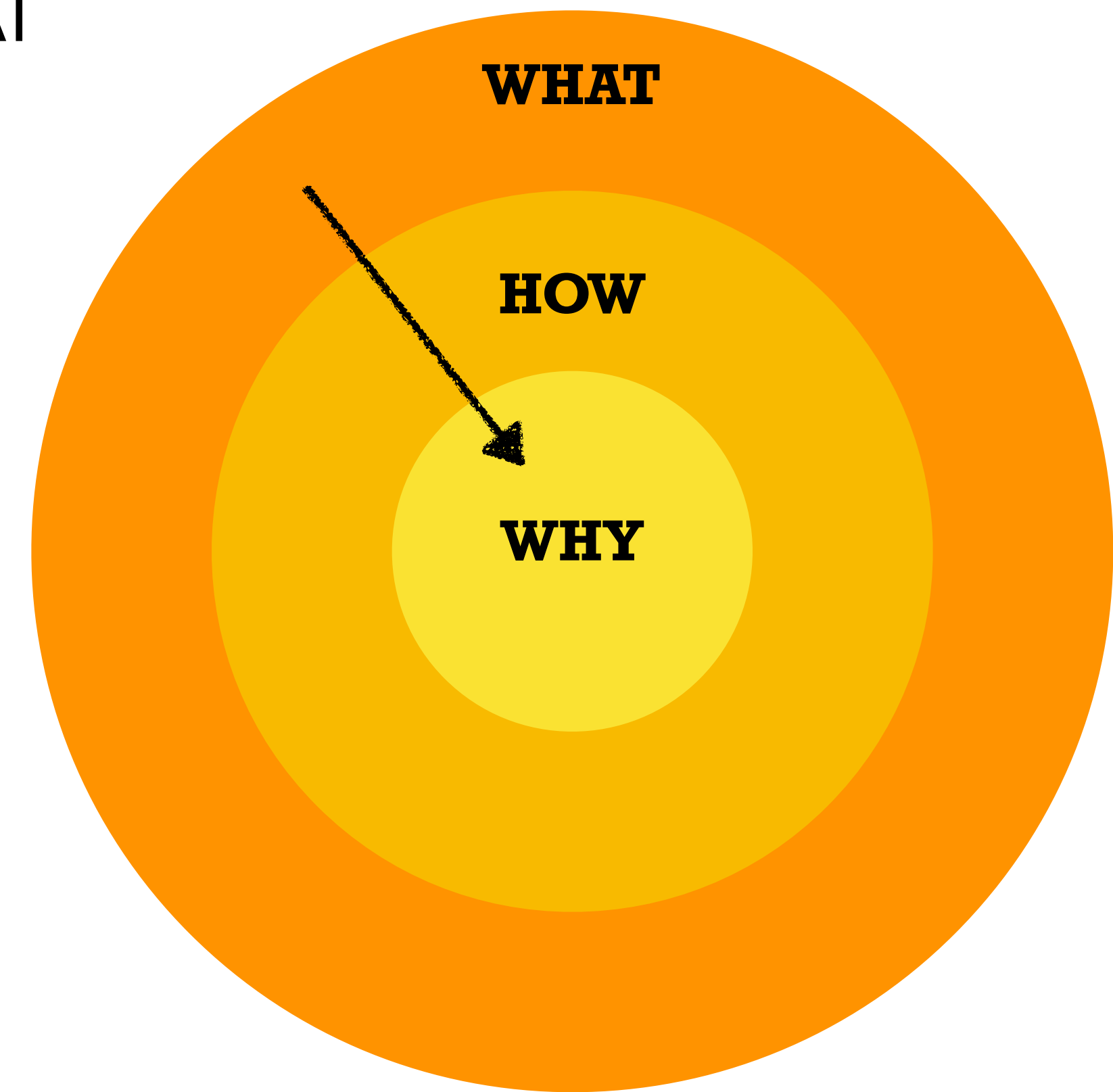
How we do it

- Question: Short - max 10 sec - **How do you do what you do?**



The Golden Circle

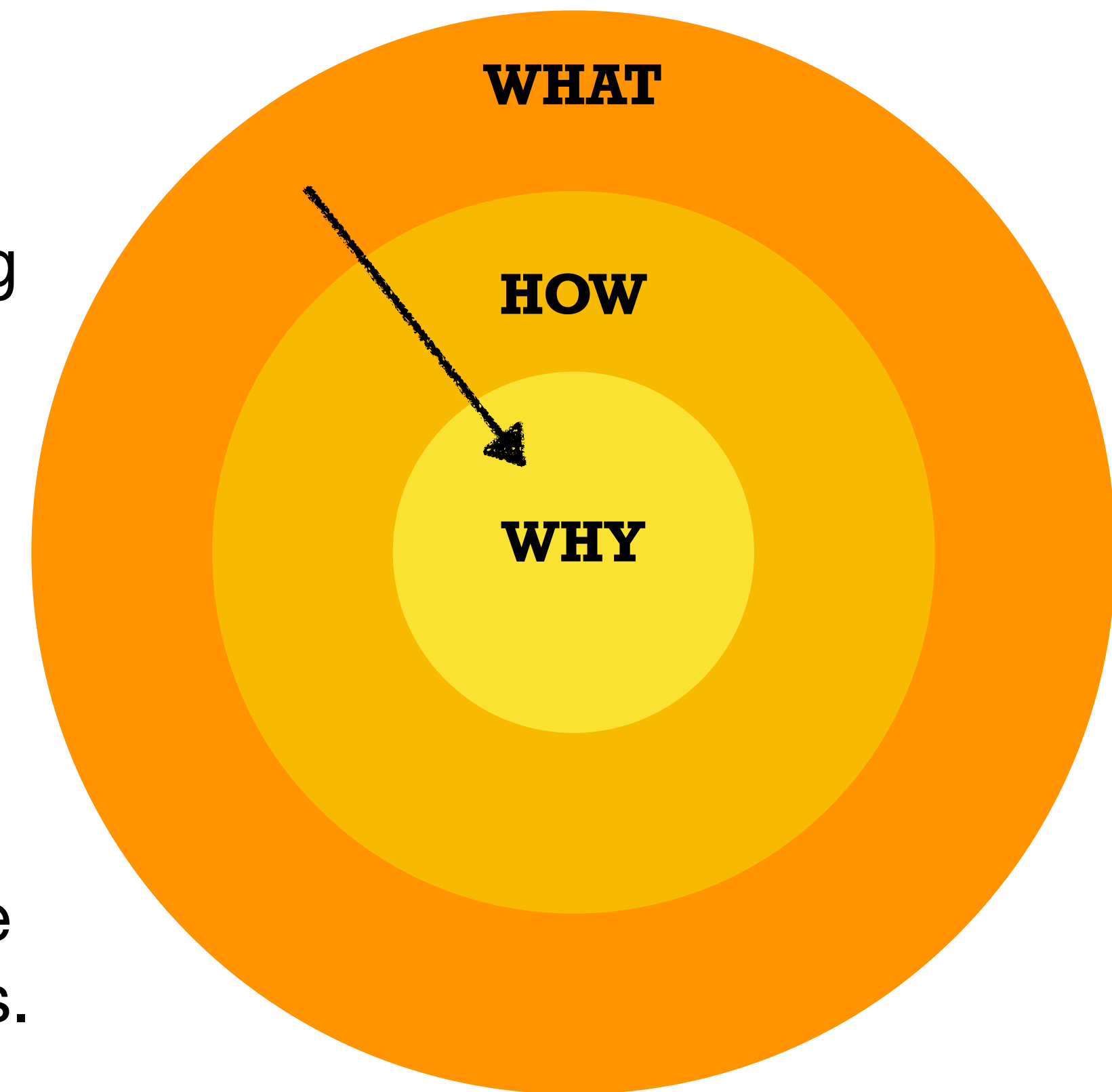
- **WHAT** - every organization on this planet knows WHAT they do. These are products they sell or the services they offers.
- **HOW** - some organizations know HOW they do it. These are the things that make them special or set them apart from their competitors.
- **WHY** - very few organizations know WHY they do what they do. WHY is not about making money. Thats a result. WHY is a purpose, cause or belief. It's the very reason your organization exists



The Golden Circle

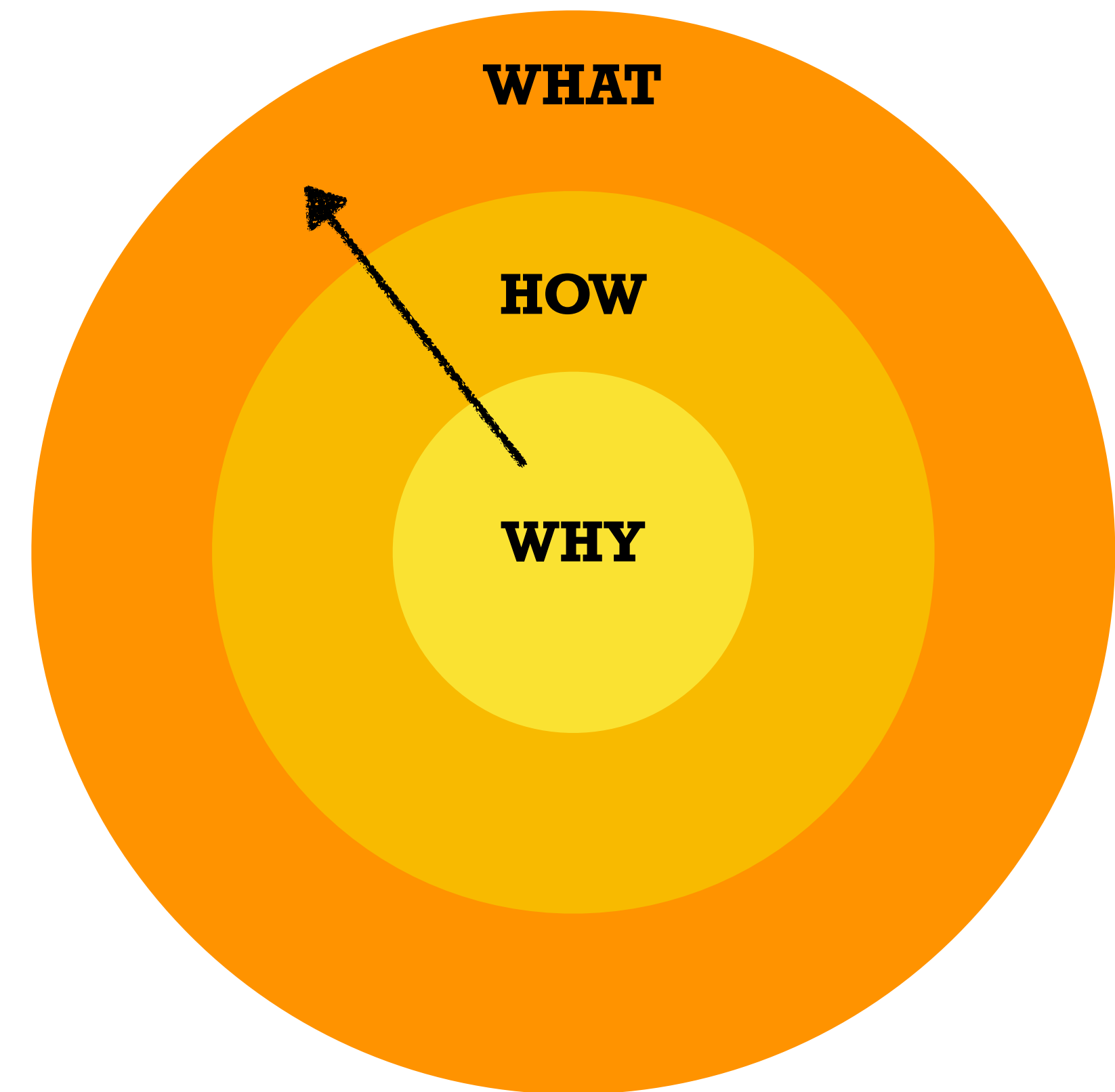
- **WHAT** - we produce creative documentaries.
- **HOW** - we have the best directors and producers, graduated from the best academies. We have a strong track record participating in the best A-festivals.
- **WHY** - let us do your next production

The problem is that **WHAT** and **HOW** do not inspire action. Facts and figures make rational sense, but people do not make decisions purely based on facts and figures. Starting with **WHAT** is what commodities do. **Starting with why** is what leaders do. Leaders inspire.

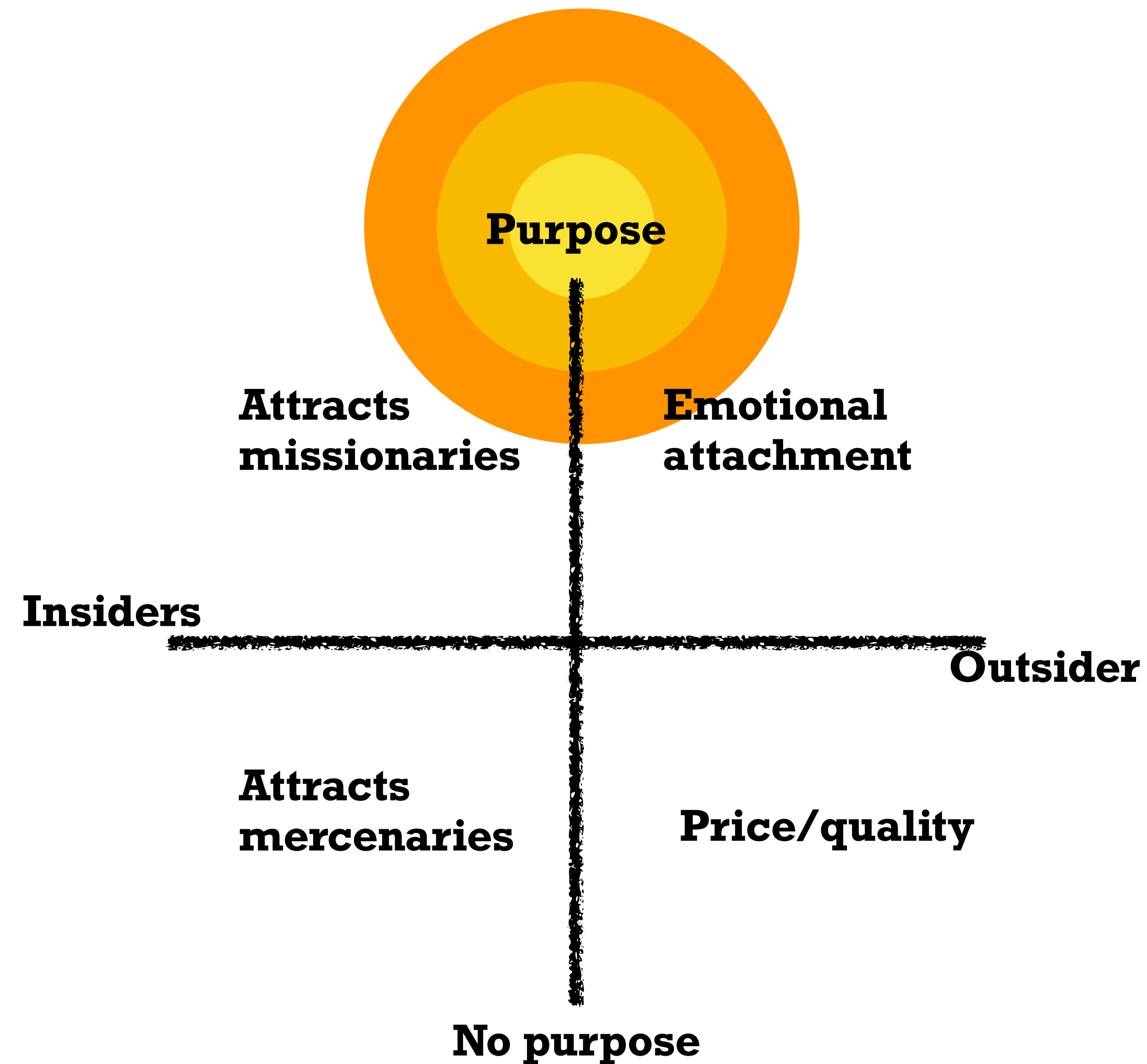


The Golden Circle

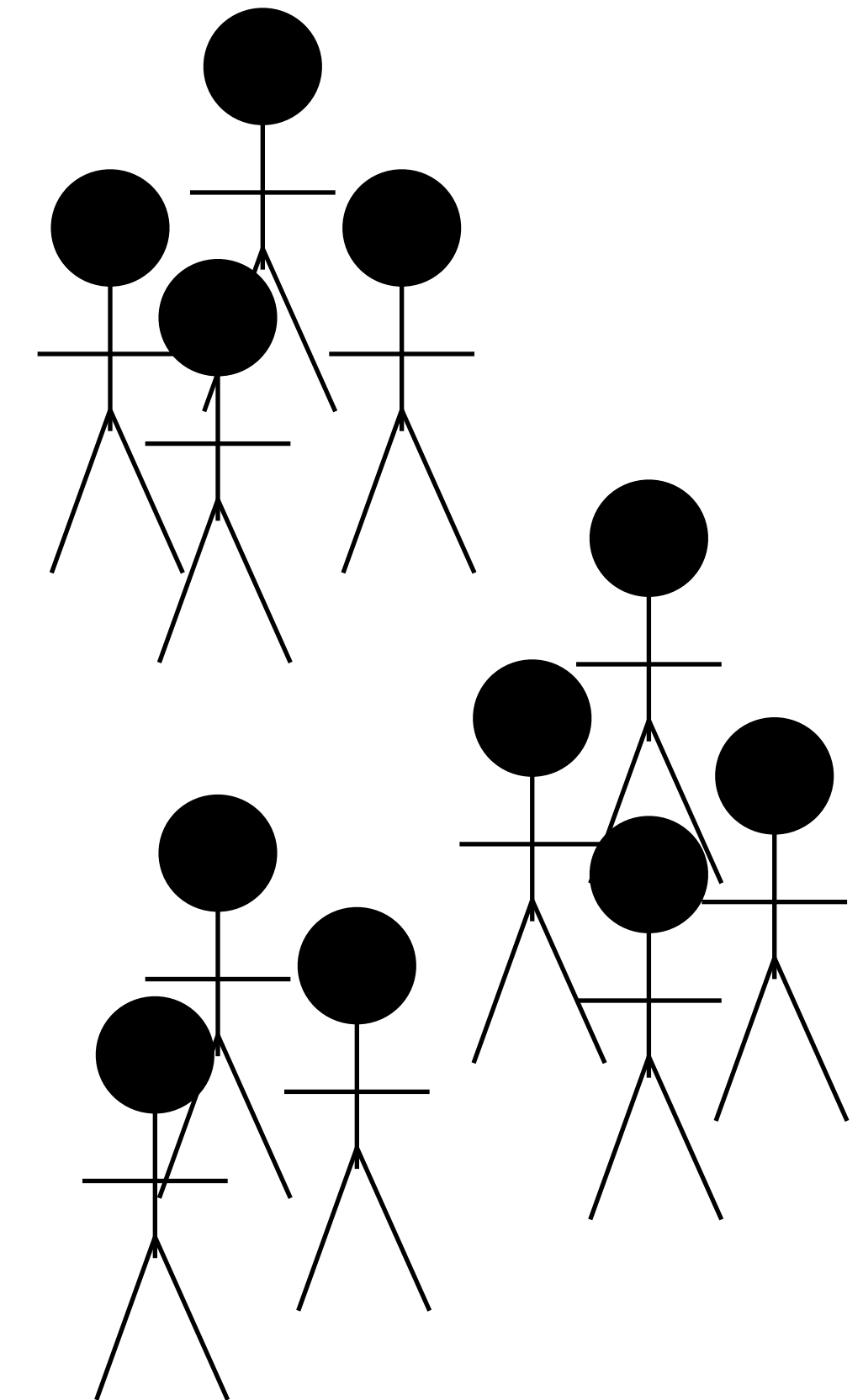
- **WHY** - We believe in strengthening our democracy through sober enlightenment
- **HOW** - We do so by bringing some of the best directors and producers together, creating important creative documentaries for a global audience with whom we engage through various of platforms and festivals
- **WHAT** - We are a world-class production company - come and see for yourself.



What's the connection



Springboard stories



I

Challenge how you perceive your business

DO

Give you a chance to inspire others and get inspired on what's your purpose

A

Intro, round 1, round 2, share the experience

R

1) Must be true (no inaccuracies), (2) Must be positive (easier to remember and share), (3) Must be minimalistic (no distracting details) => Focus for the story: MY PURPOSE - Once I... => Length of story: **2** min => Each group: 3-4 persons => After each round you change to a new group (RULE: it must be new people each time) => One round is when every one has told their story

T

15 min



Reflection

Y1.01

BUSINESS CONCEPT
/Business Idea

DECISION SHEET
v2.2.1

Job to be done
The company's mission has to do with the motivation and drive that built the business idea and the foundation of the company.

A clear written mission can create an ongoing sense of meaningfulness for both the company and its target group.

Mission
Formulate the company's purpose and mission



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CATEGORY	KEY QUESTION	ANSWER
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1
CUSTOMER/ TARGET GROUP	WHO is the company solving the problem for?	2
PROCESS/ TECHNOLOGY	HOW is the problem solved?	3
	WHICH	4



PURPOSE	WHY does it matter?	<p>5</p>
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give feedback.

- Make action plan for how your company's mission can be experienced by customers.

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Developed by:

The mission told as a mantra:

1	to the customer group...
2	
3	in the way that we...
4	and thereby help our customers to...
5	We are passionate about this task because...

Date: _____ Name: _____ Company: _____

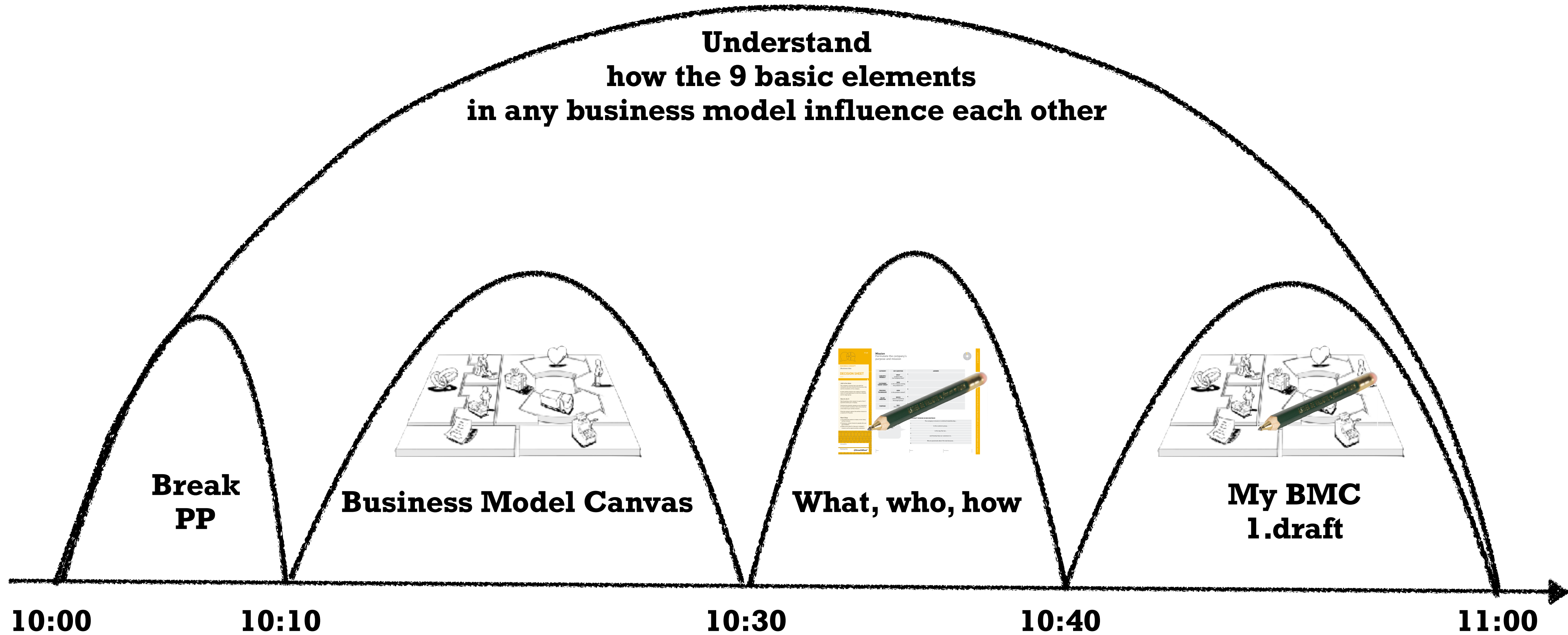


10 minuts **BREAK**

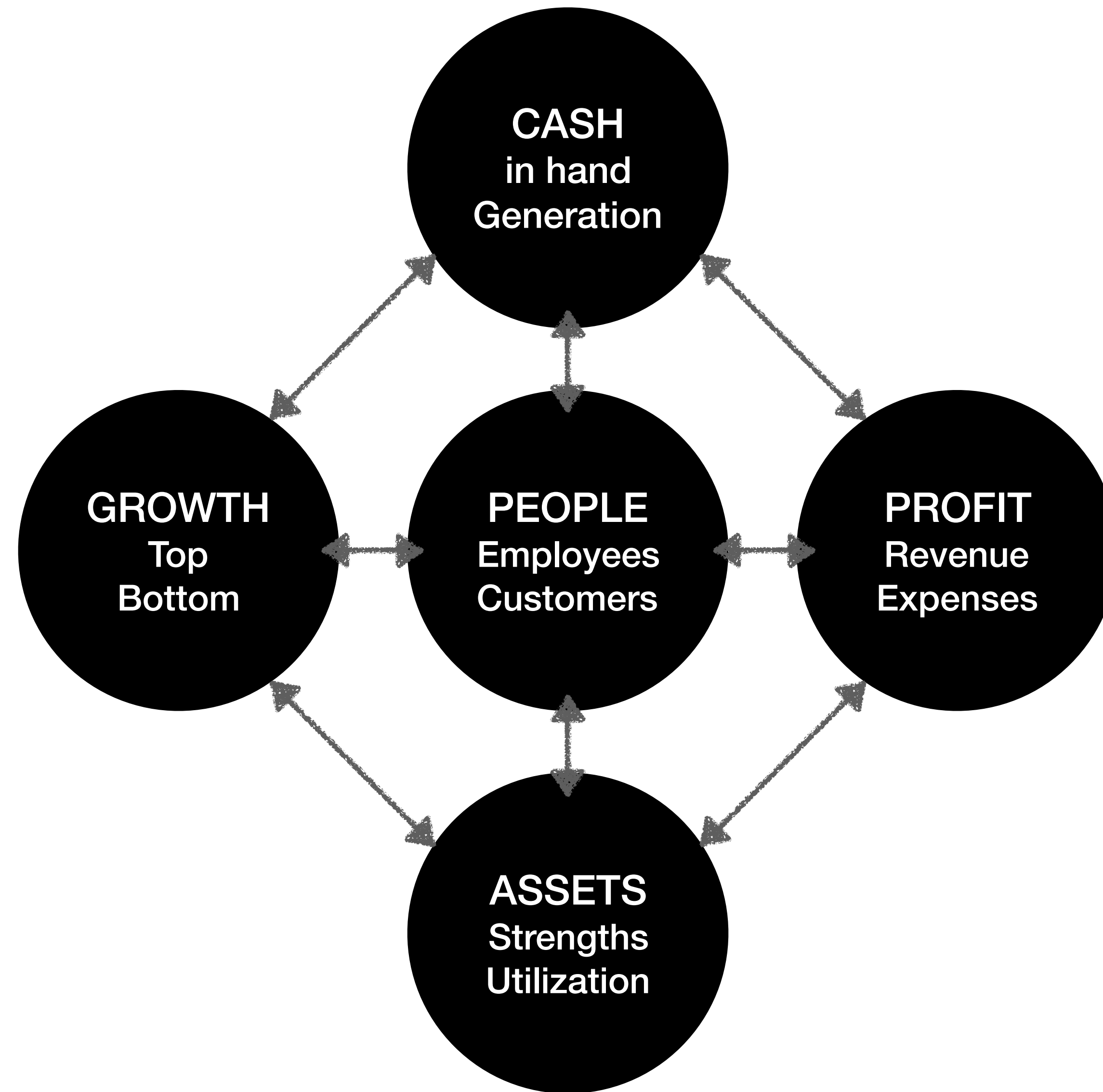
Do what you have to do - first ;-)



How to create, deliver, and capture value



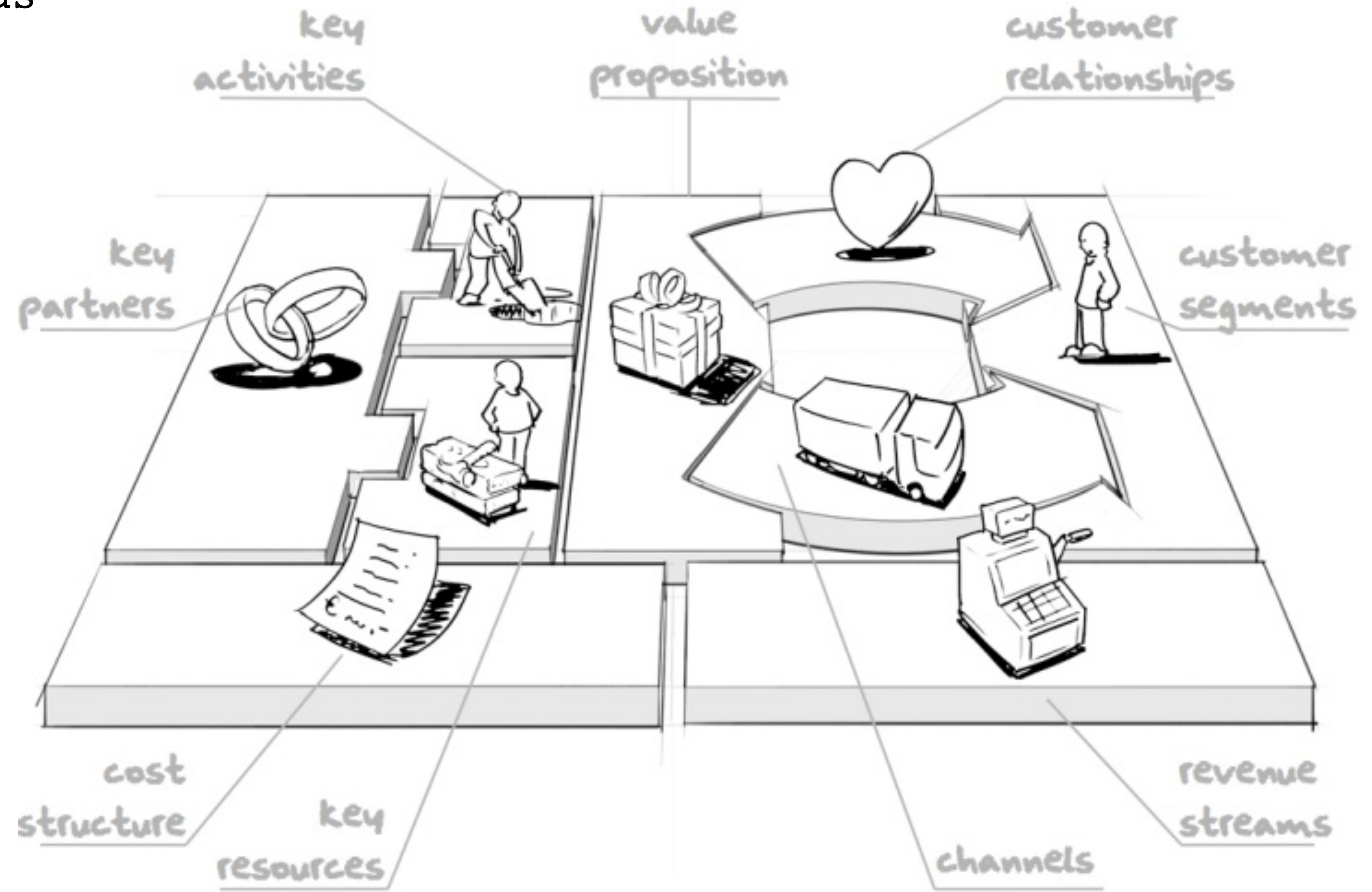
The 5 BIG drivers



How to create, deliver, and capture value

The Business Model Canvas

@AlexOsterwalder



How to create, deliver, and capture value

CUSTOMER SEGMENTS

A customer = end-user + Decision Maker

Who do you see as your end-user and decision maker

We are curious about our persona and how many there are of them (BHM/TAM)

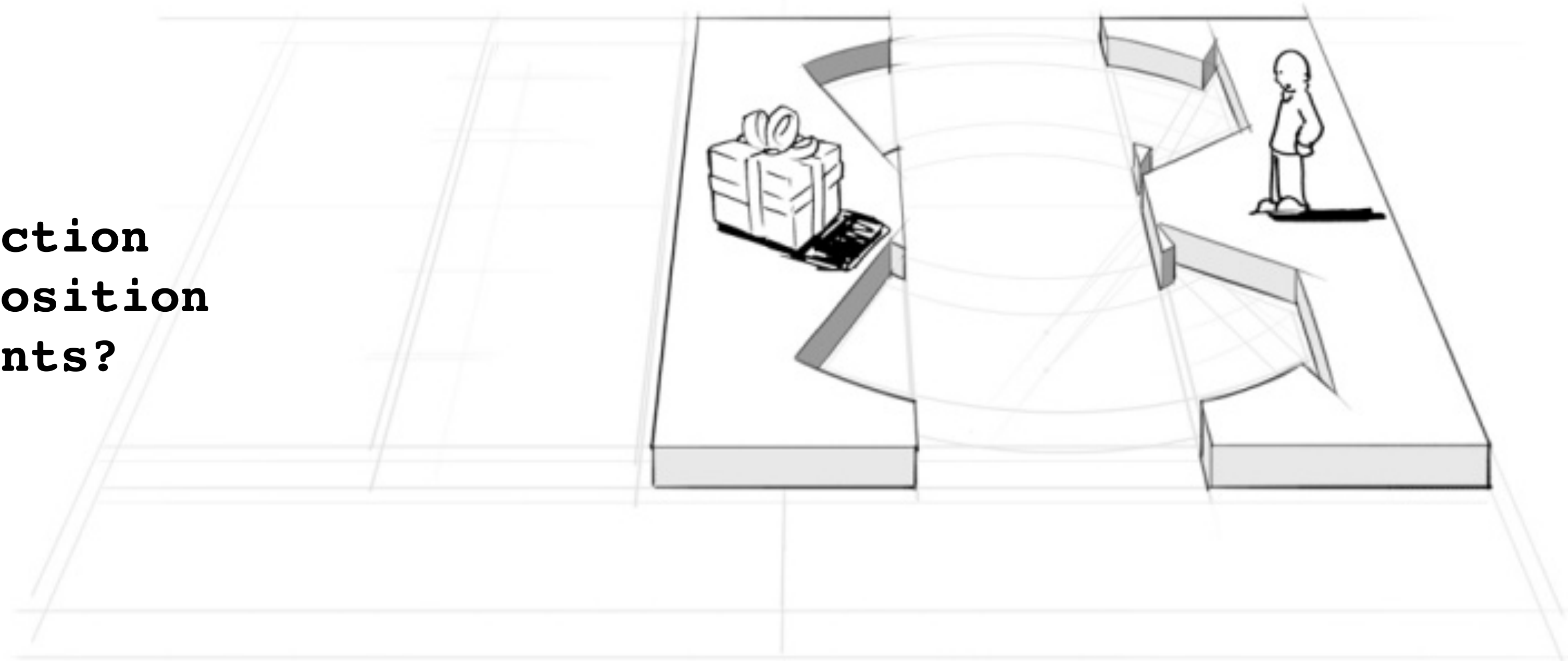
For whom are we creating value? Who are our most important customers?



How to create, deliver, and capture value

VALUE PROPOSITIONS

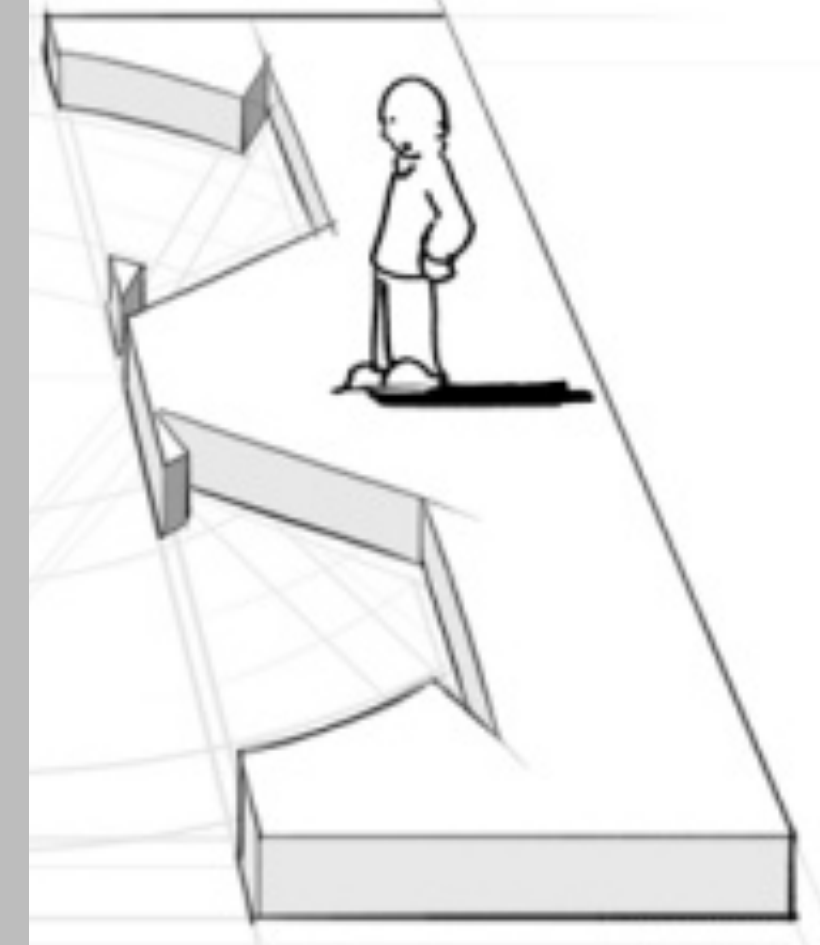
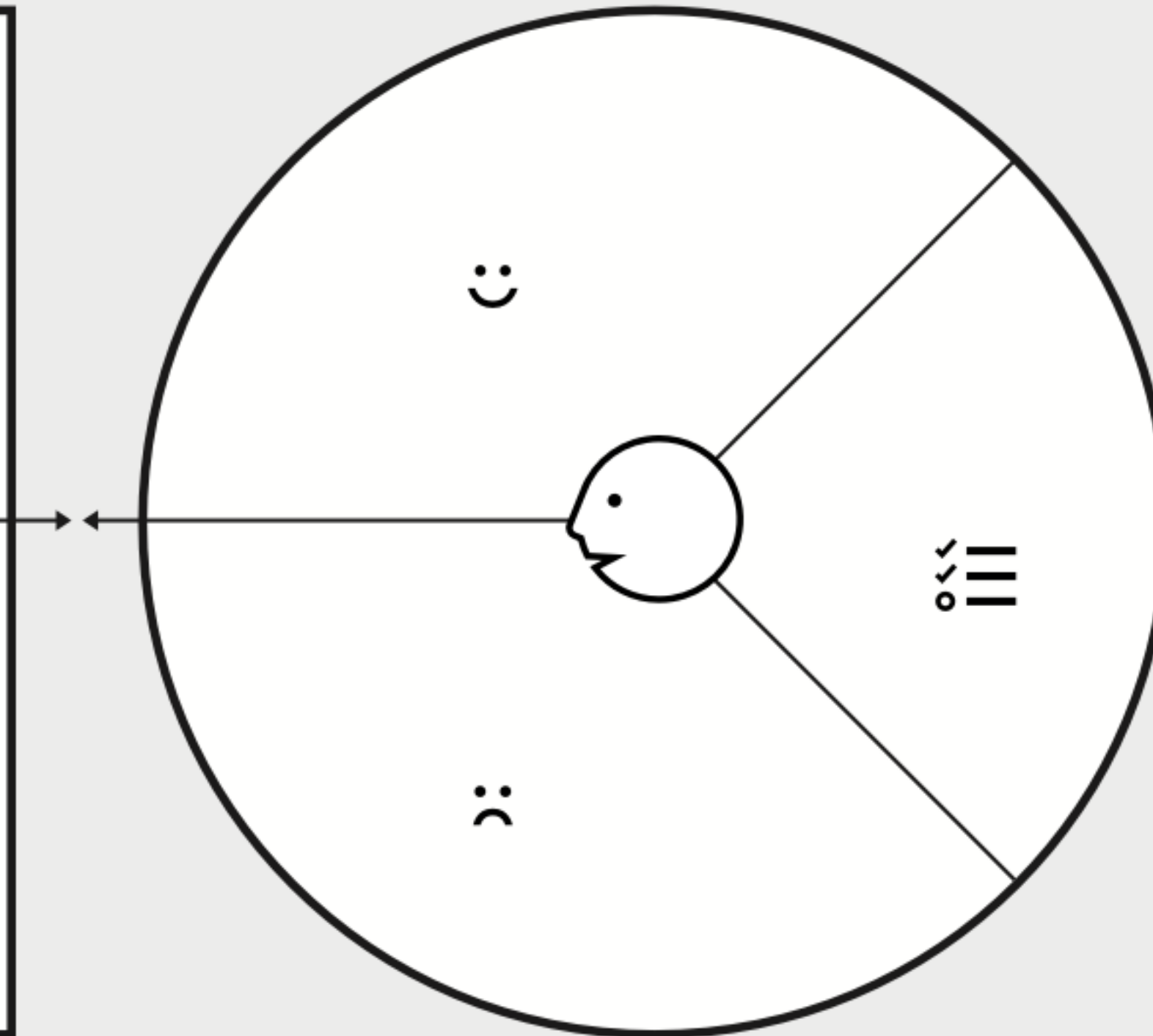
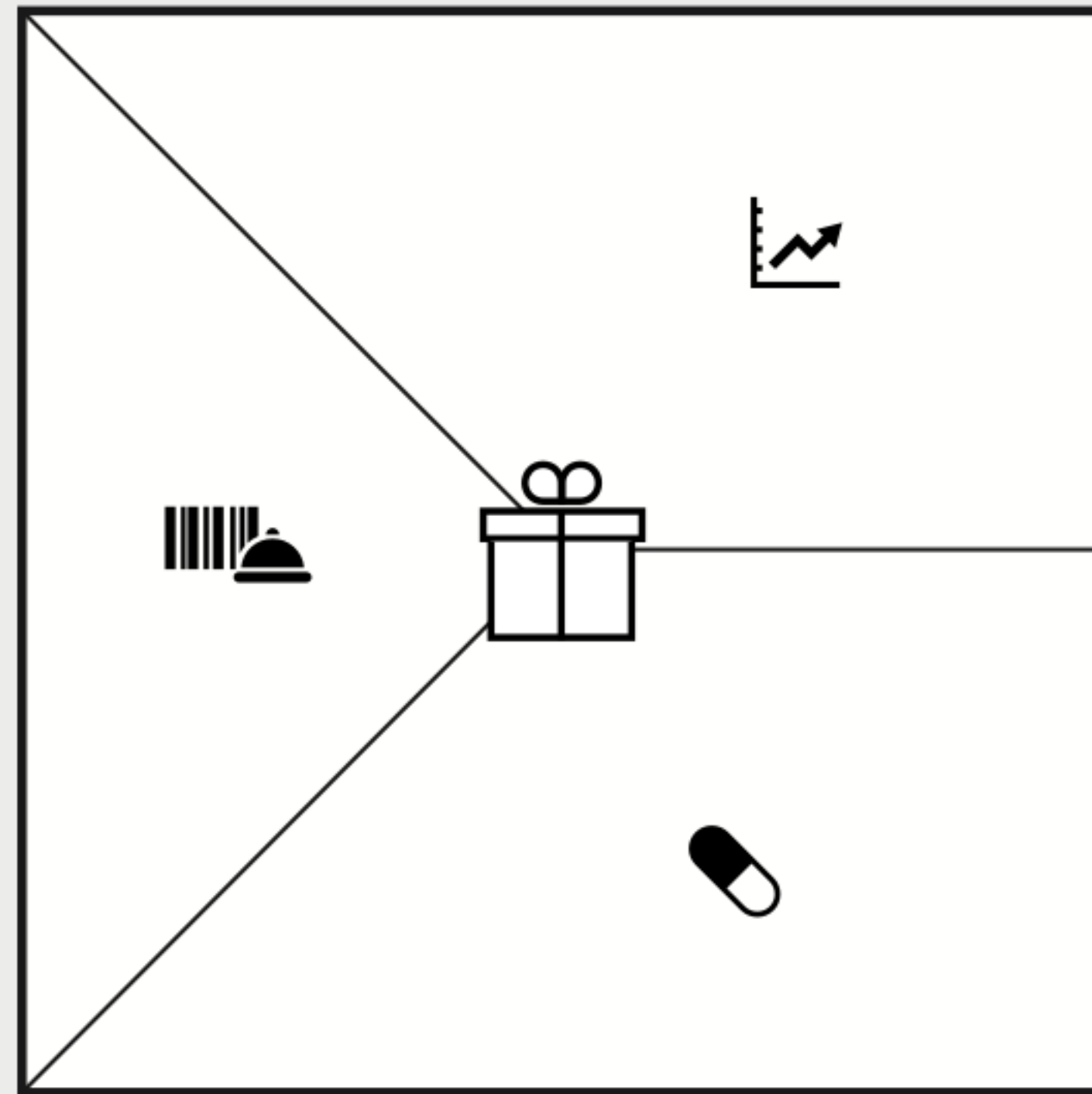
Is there a strong connection
between your value proposition
and your customer segments?



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What bundles of products and services are we offering to each Customer Segment?



The Value Proposition Canvas



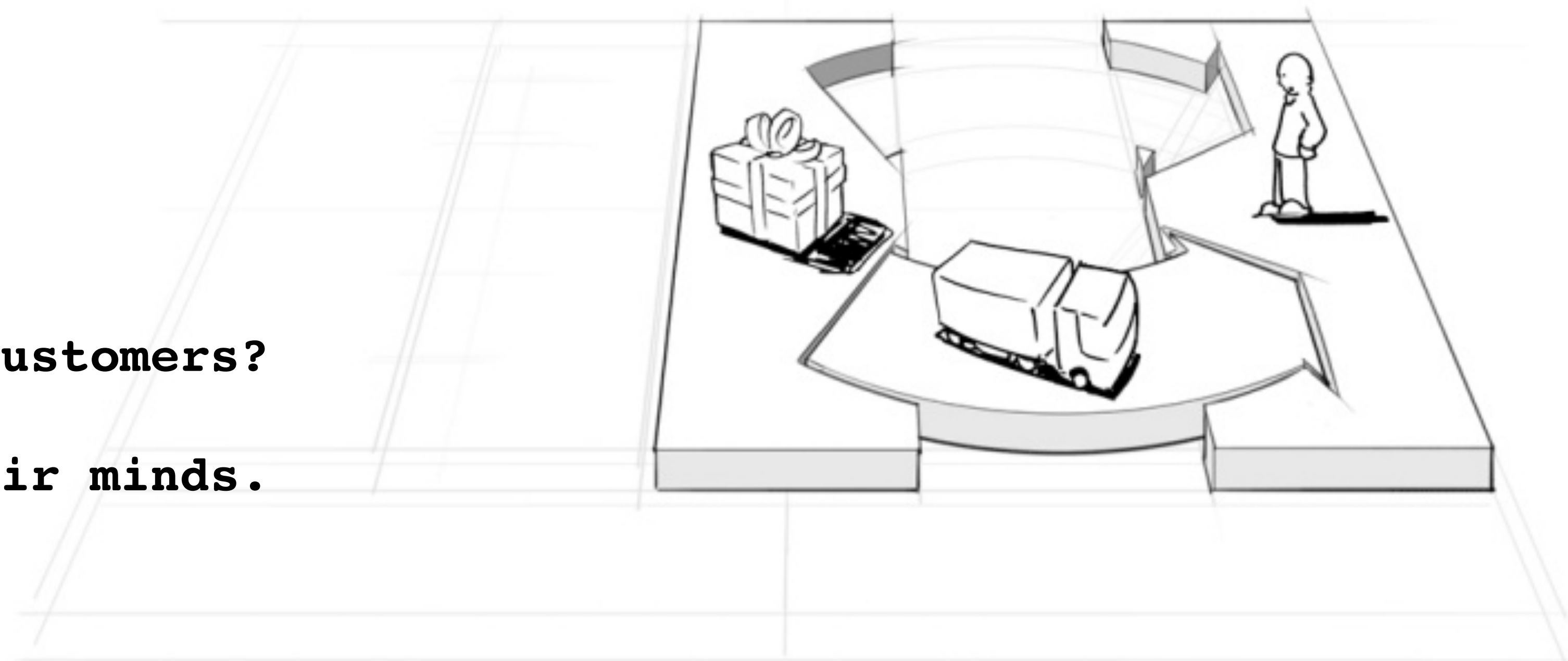
 Strategyzer



How to create, deliver, and capture value

CHANNELS

How many (digital)
touch point
do you have with your customers?
Goal:
- being presence in their minds.



Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

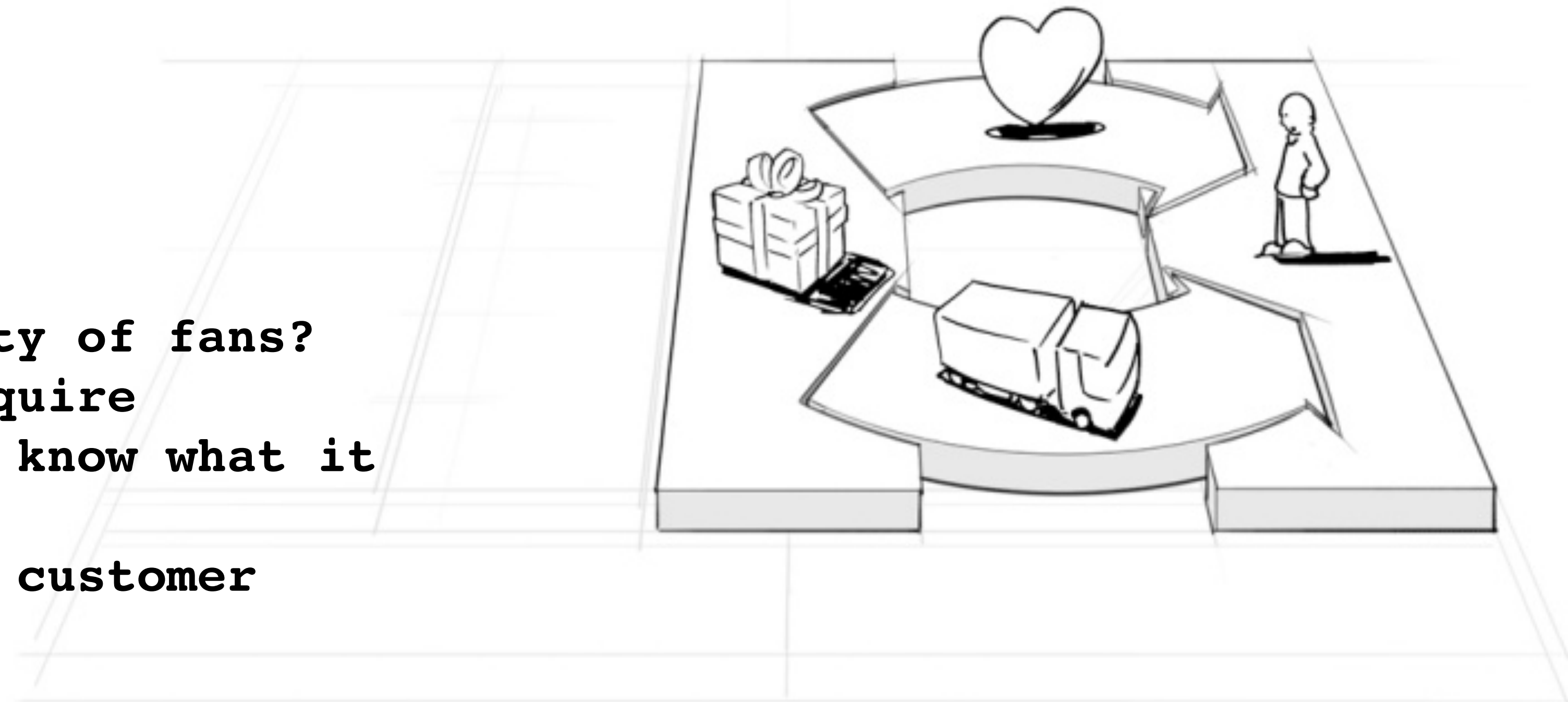


How to create, deliver, and capture value

CUSTOMER RELATIONSHIPS

Get, keep and grow

- Do you have a community of fans?
- Do you know how to acquire customers, and do you know what it costs?
- Do you know what your customer lifetime value is?



CAC < LTV

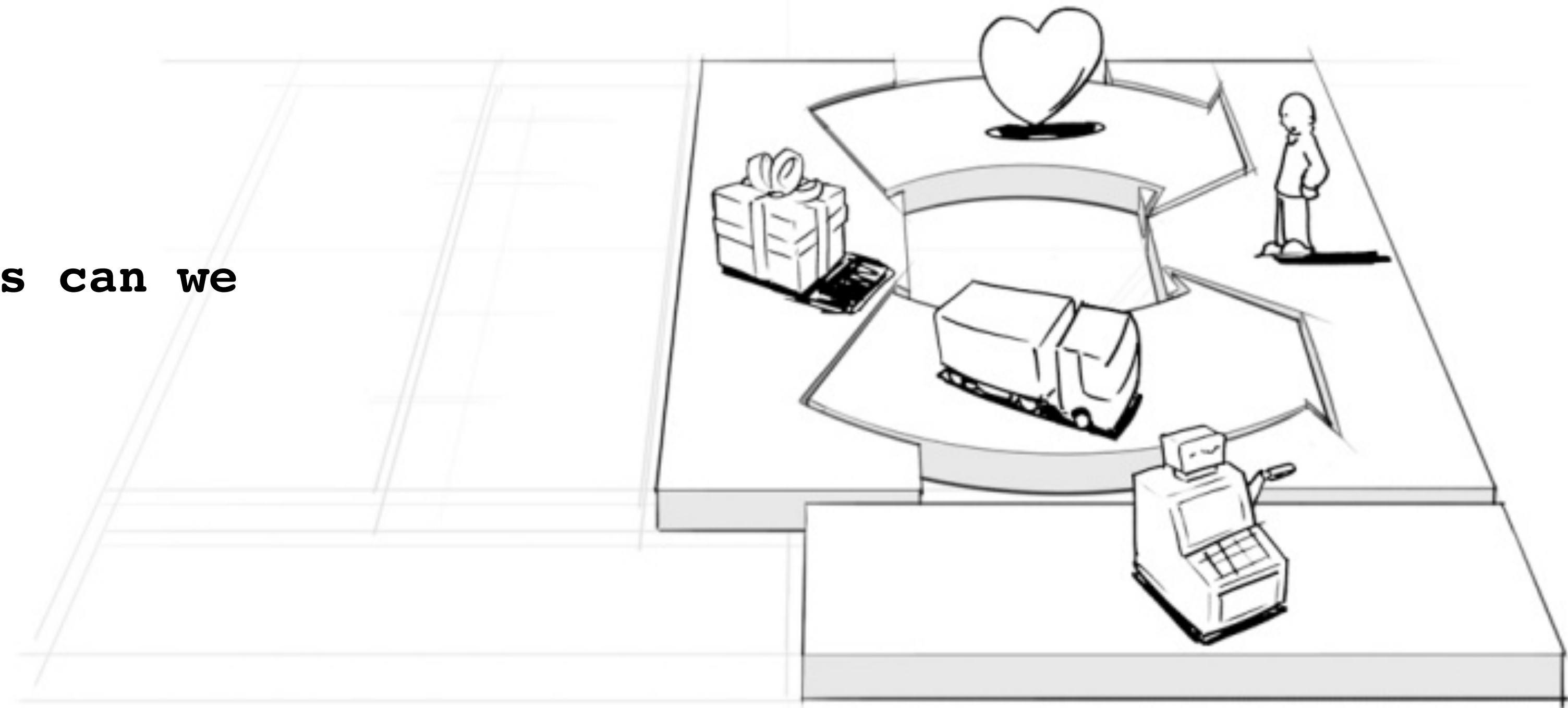
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How costly are they? How are they integrated with the rest of our business model?



How to create, deliver, and capture value

REVENUE STREAMS

How many revenue streams can we think of?



For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?



FINANCIAL REVENUE MODELS

INVESTMENT
LEASING
FINANCING
INSURANCE
FRANCHISING
FUNDRAISING
FREEMIUM
LEAD GENERATION
ONLINE SHOP

MANUFACTURING REVENUE MODELS

MANUFACTURING
CONTRACT MANUFACTURING
LICENSE MANUFACTURING
OUTSOURCING
ROYALTY
WHOLE SALE
AGENT REPRESENTATION
RETAIL
CONSIGNMENT
SUBSCRIPTIONS
HANDLING FEE

ONLINE REVENUE MODELS

AFFILIATE MARKETING

SALE OF ADVERTISING

MEMBER FEES

SALE OF EVENTS

SALE OF SERVICES

SALE OF HOURS

TRADE REVENUE MODELS

SERVICE REVENUE MODELS



HQ Luxembourg



Founded: 1995



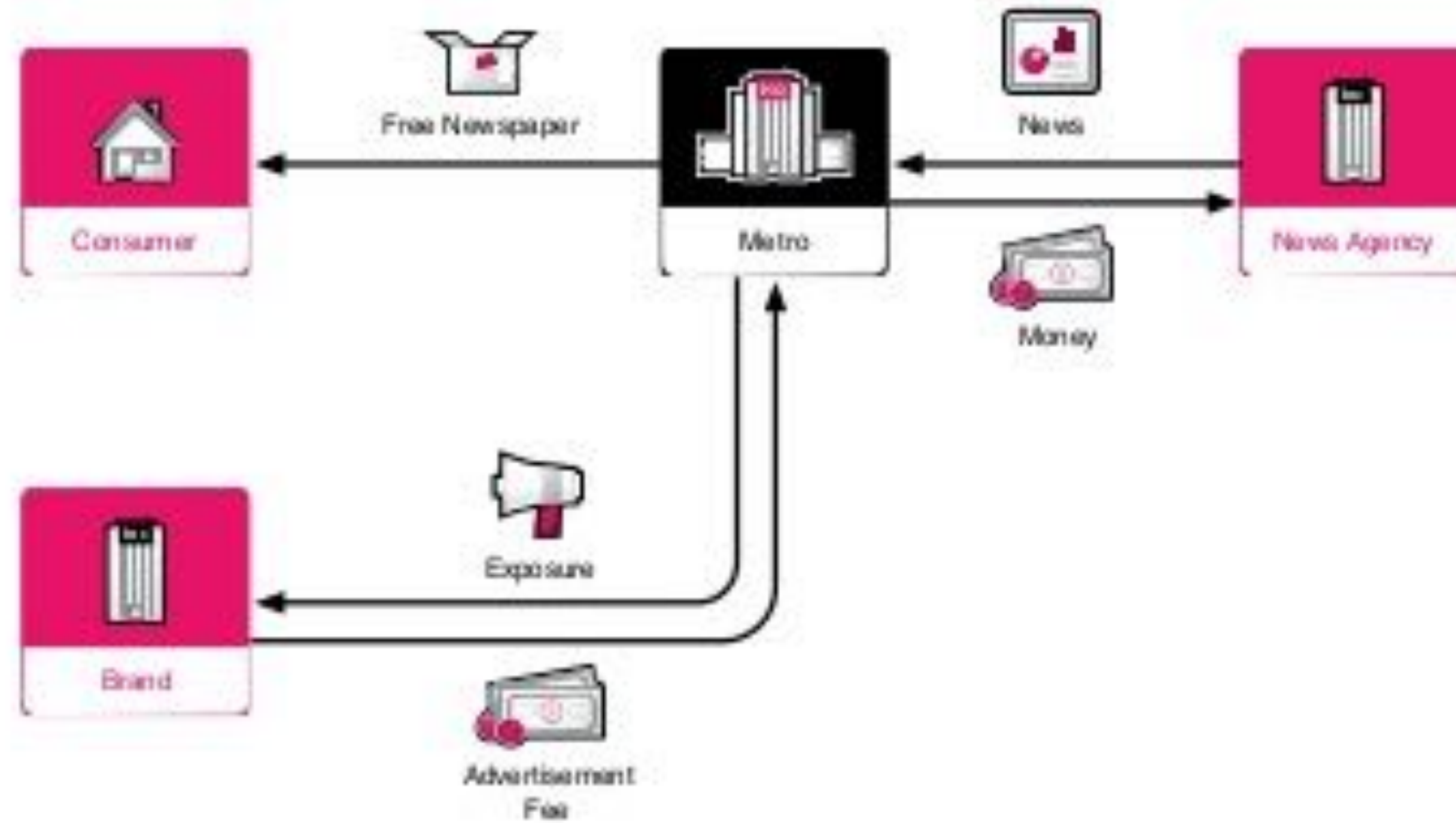
Category: News

Website: www.metro.lu

Cocktail of:



- ° Paper-Industry
- ° Advertisement
- ° Subscription-model



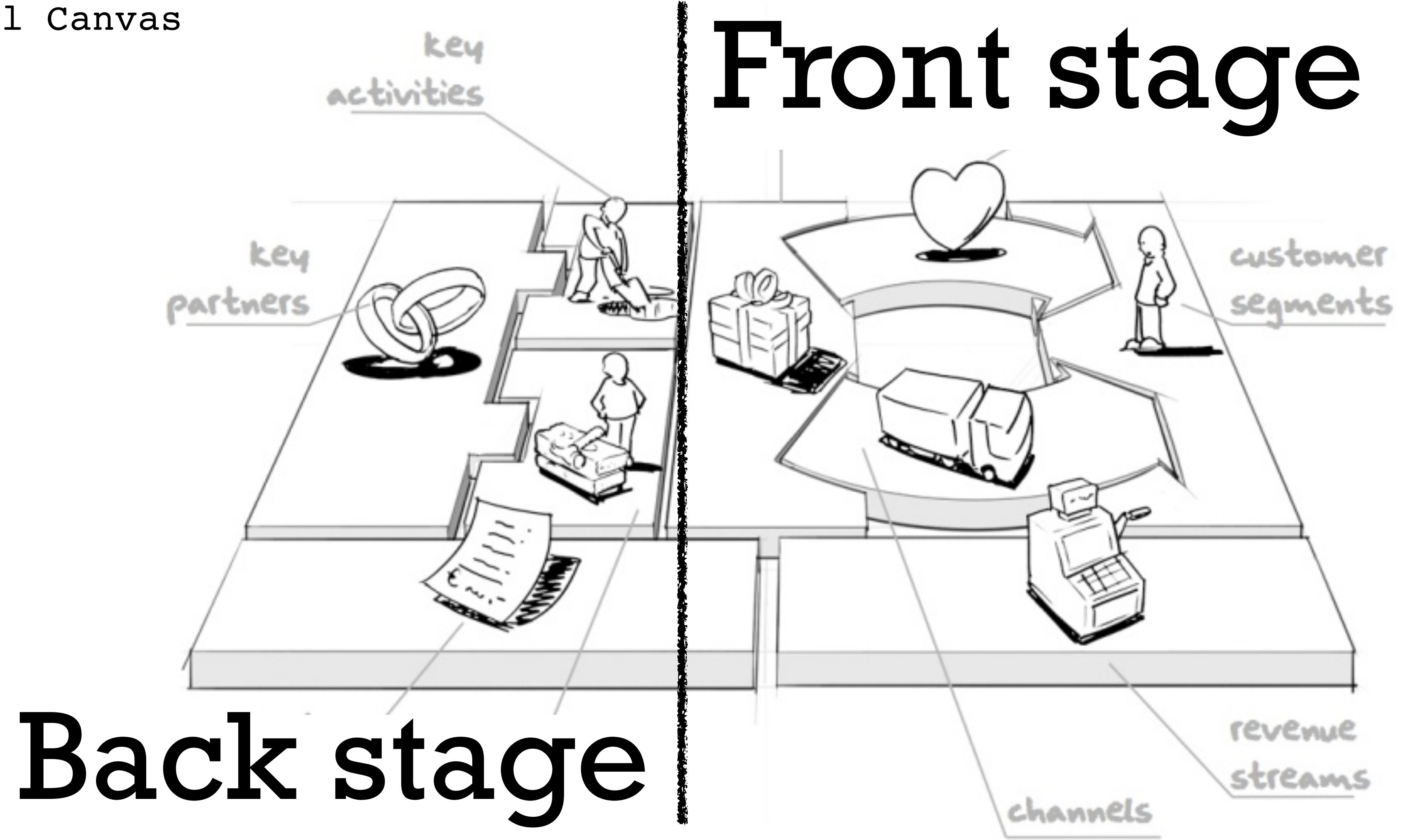
Board of Innovation



How to create, deliver, and capture value

The Business Model Canvas
@AlexOsterwalder

Front stage



Back stage

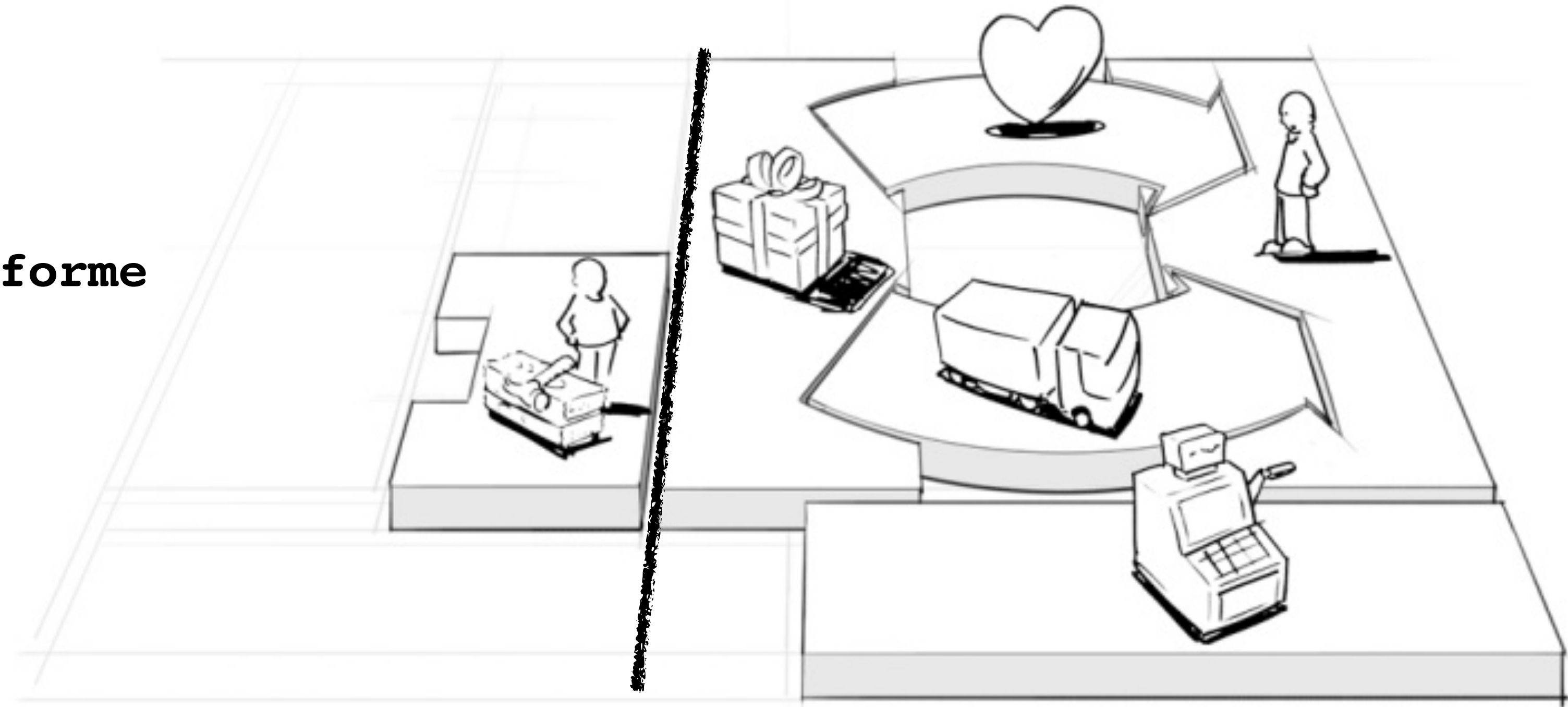


How to create, deliver, and capture value

KEY RESOURCES

What is required to performe
on our front stage

- physical
- intellectual
- human
- financial



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

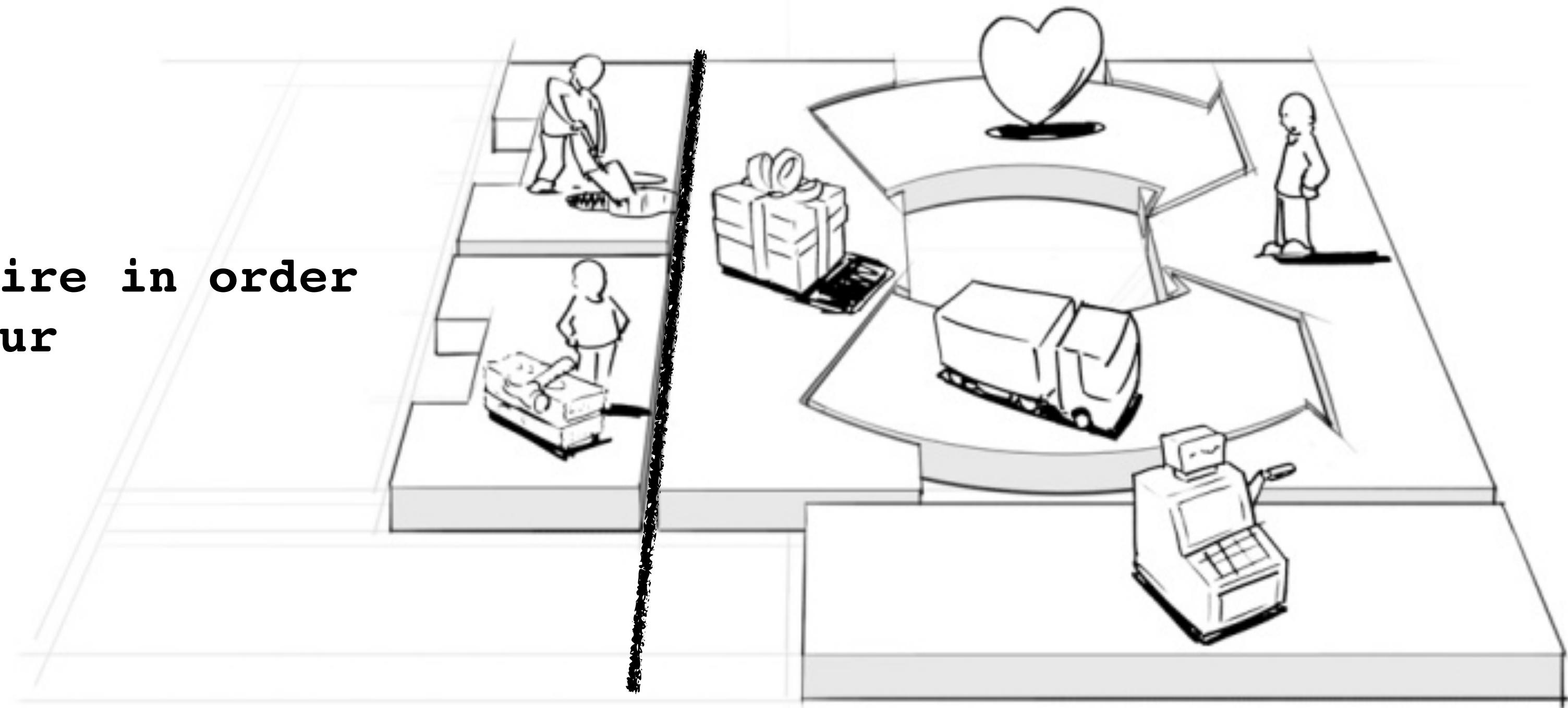


How to create, deliver, and capture value

KEY ACTIVITIES

What activities is require in order for us to performe on our front stage?

- production
- Scriptwriting
- Editing



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

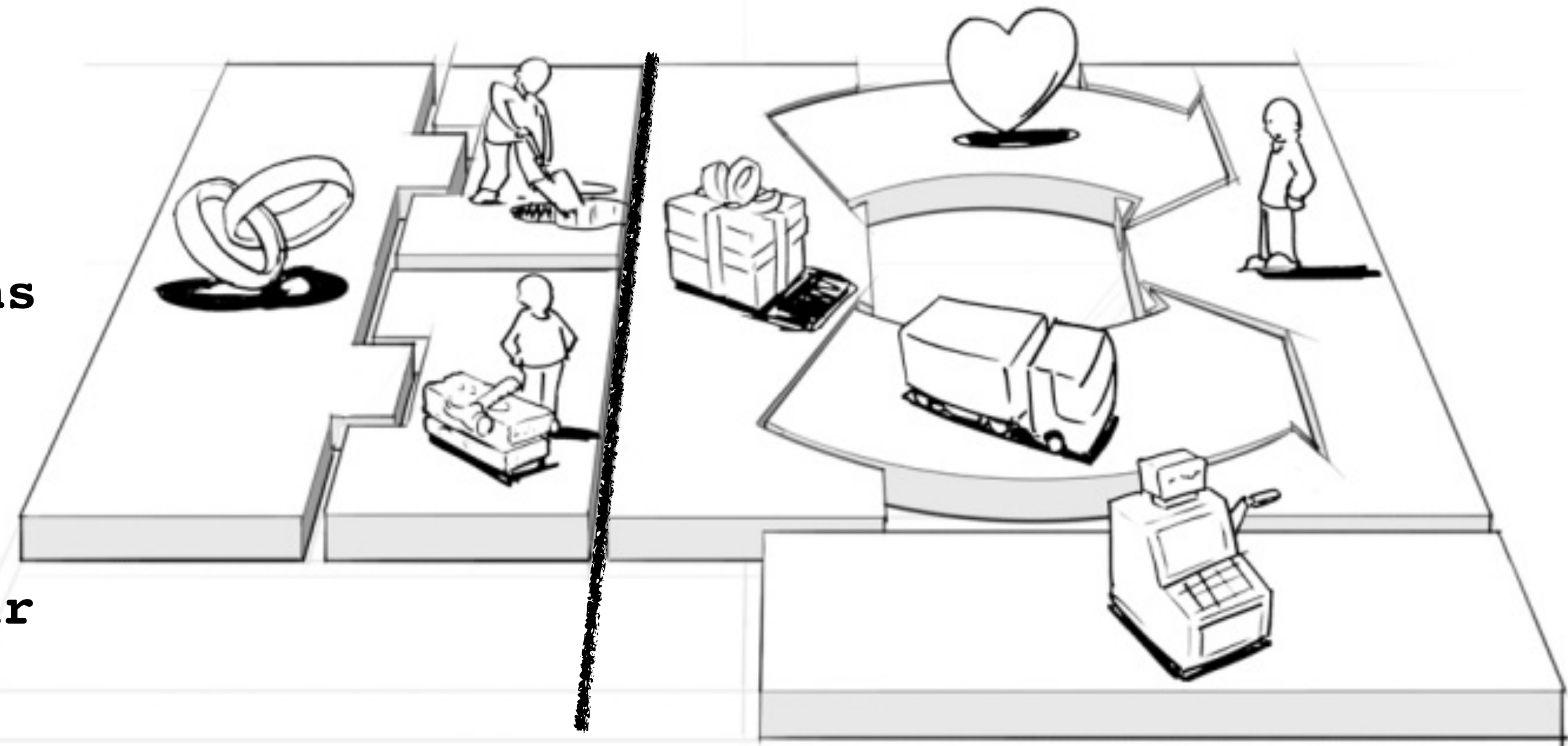


How to create, deliver, and capture value

KEY PARTNERS

Who are our KP? Motivations for partnerships:

- optimization + economy
- reduction of risk and uncertainty
- acquisition of particular resources and activities



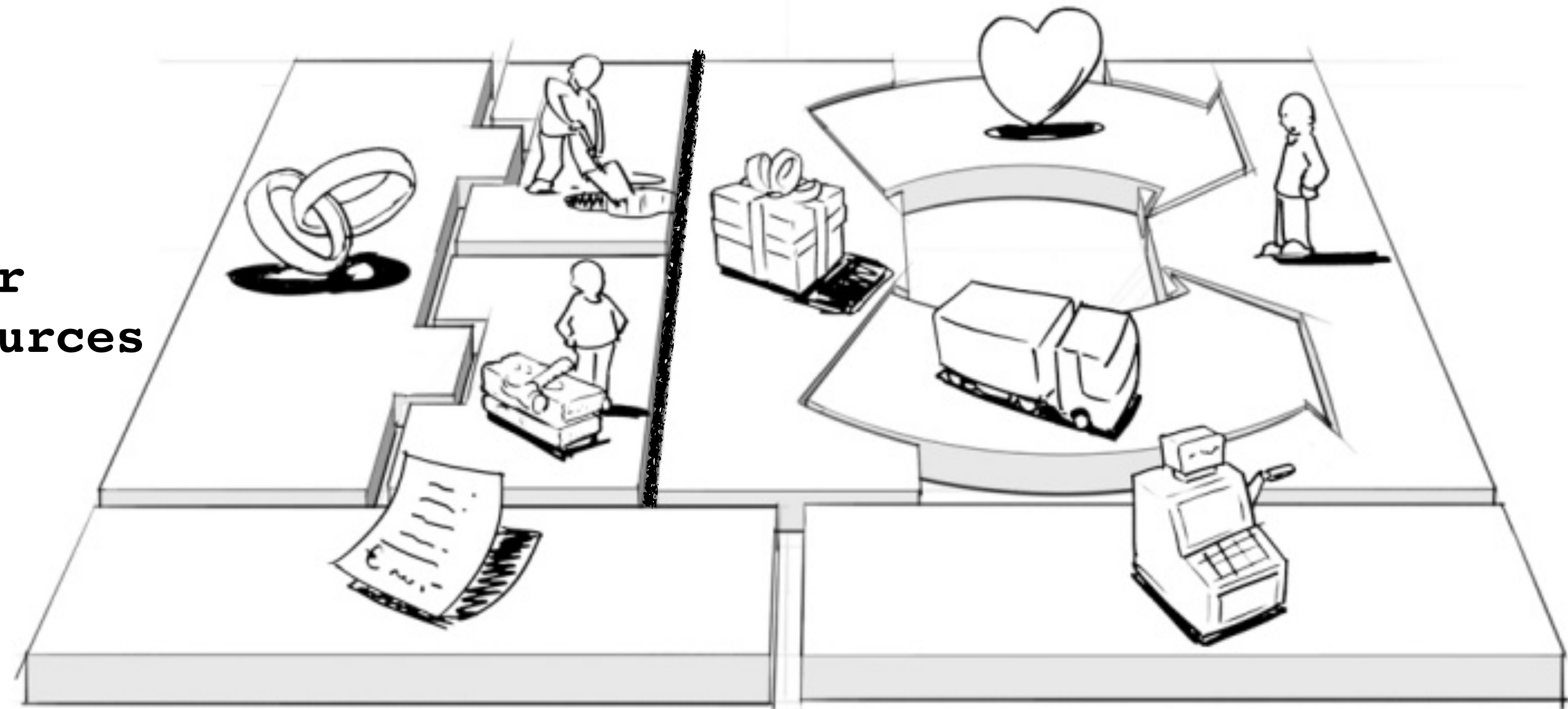
Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?



How to create, deliver, and capture value

COST STRUCTURE

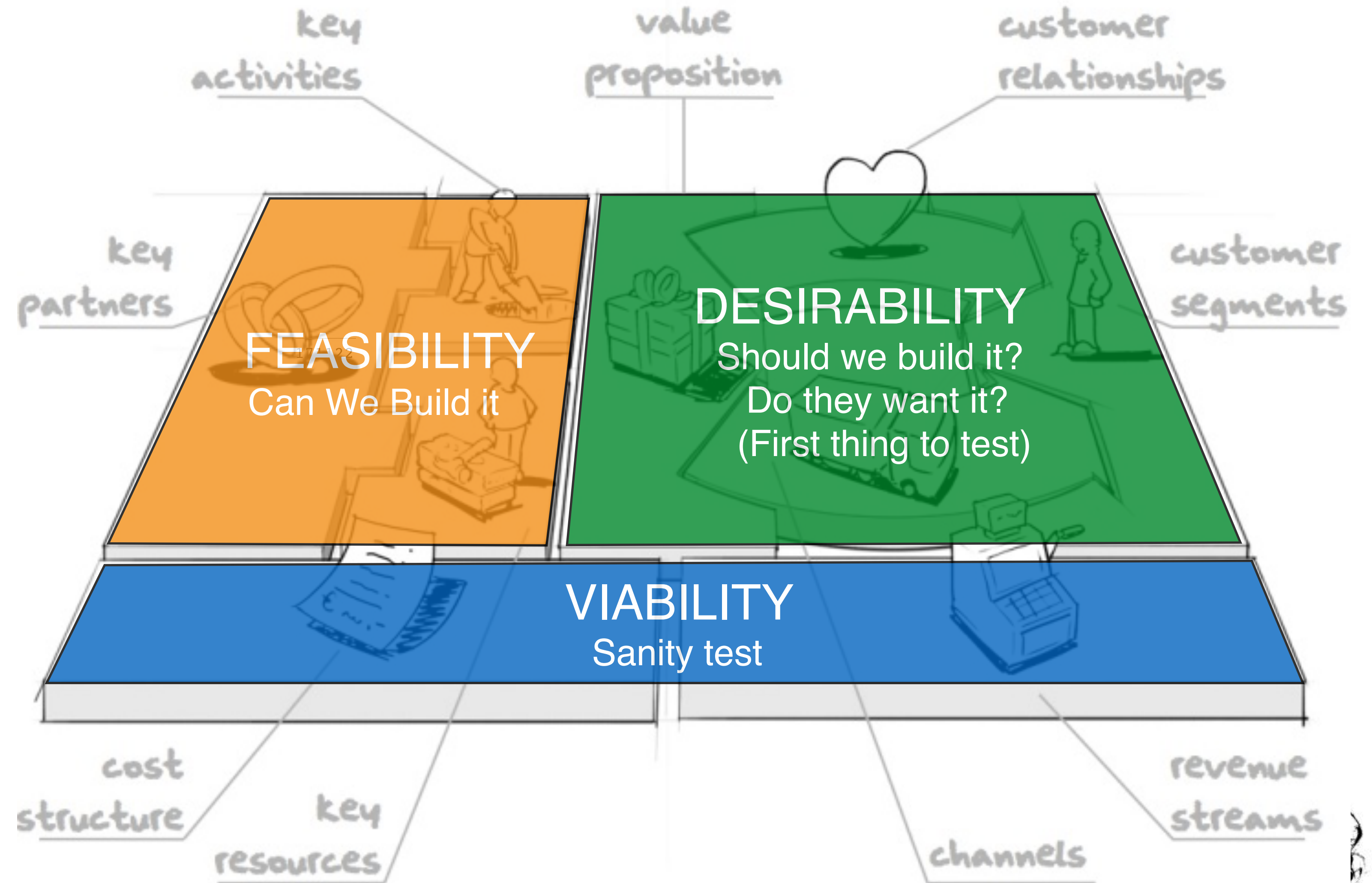
What is the cost of your activities, use of resources and cooperation with partners?



What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

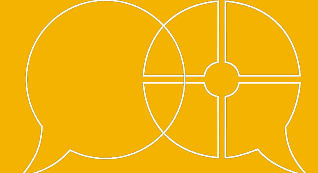


How to create, deliver, and capture value



Reflection

Y1.01



BUSINESS CONCEPT
/Business Idea

DECISION SHEET

v2.2.1

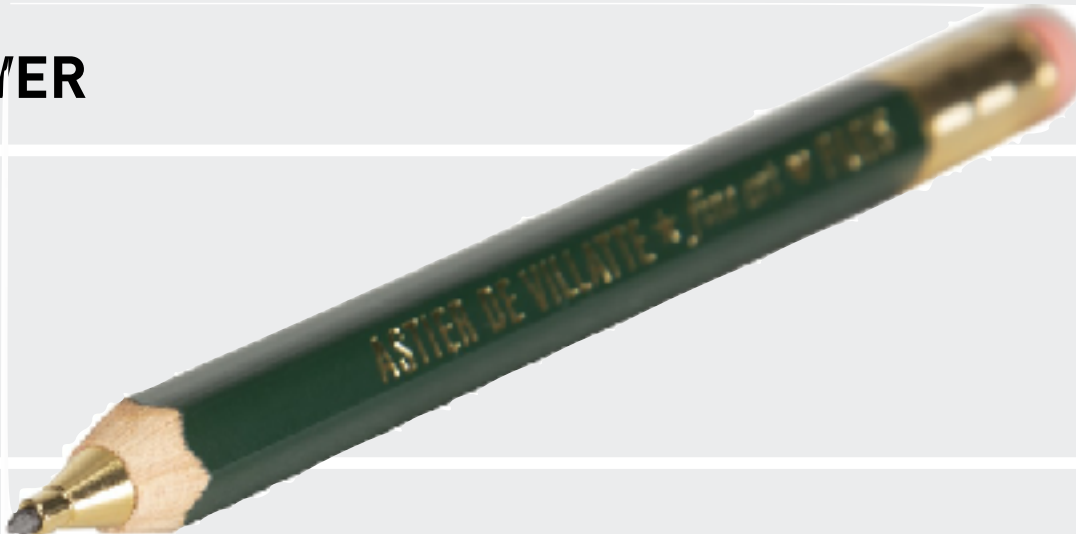
Mission
Formulate the company's purpose and mission



growthwheel.com
Wheel

CATEGORY	KEY QUESTION	ANSWER
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1

CATEGORY	KEY QUESTION	ANSWER
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1
CUSTOMER/ TARGET GROUP	WHO is the company solving the problem for?	2
PROCESS/ TECHNOLOGY	HOW is the problem solved?	3
VALUE CREATION	WHICH value is created for the target group?	4
		-

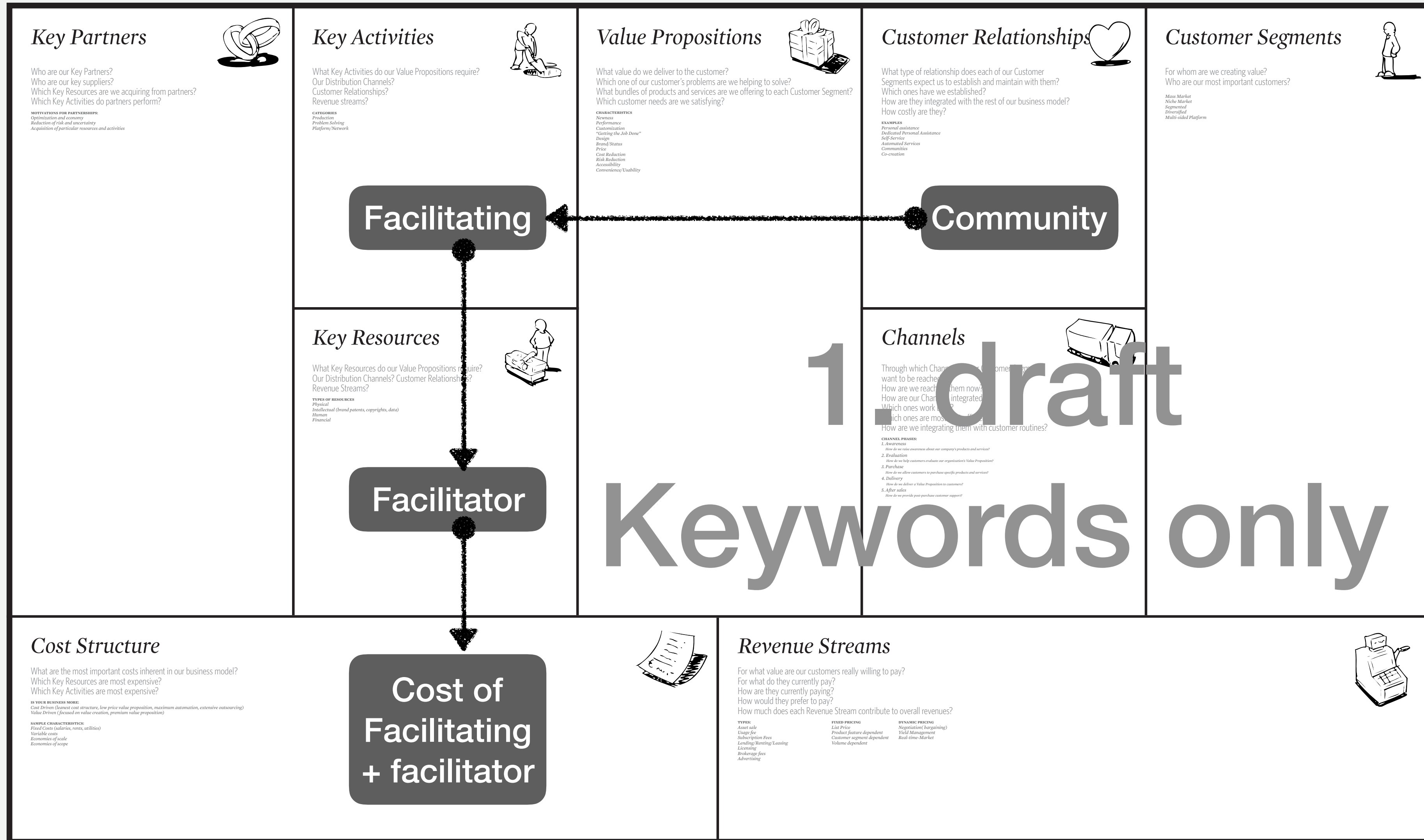



The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
 Iteration: No.

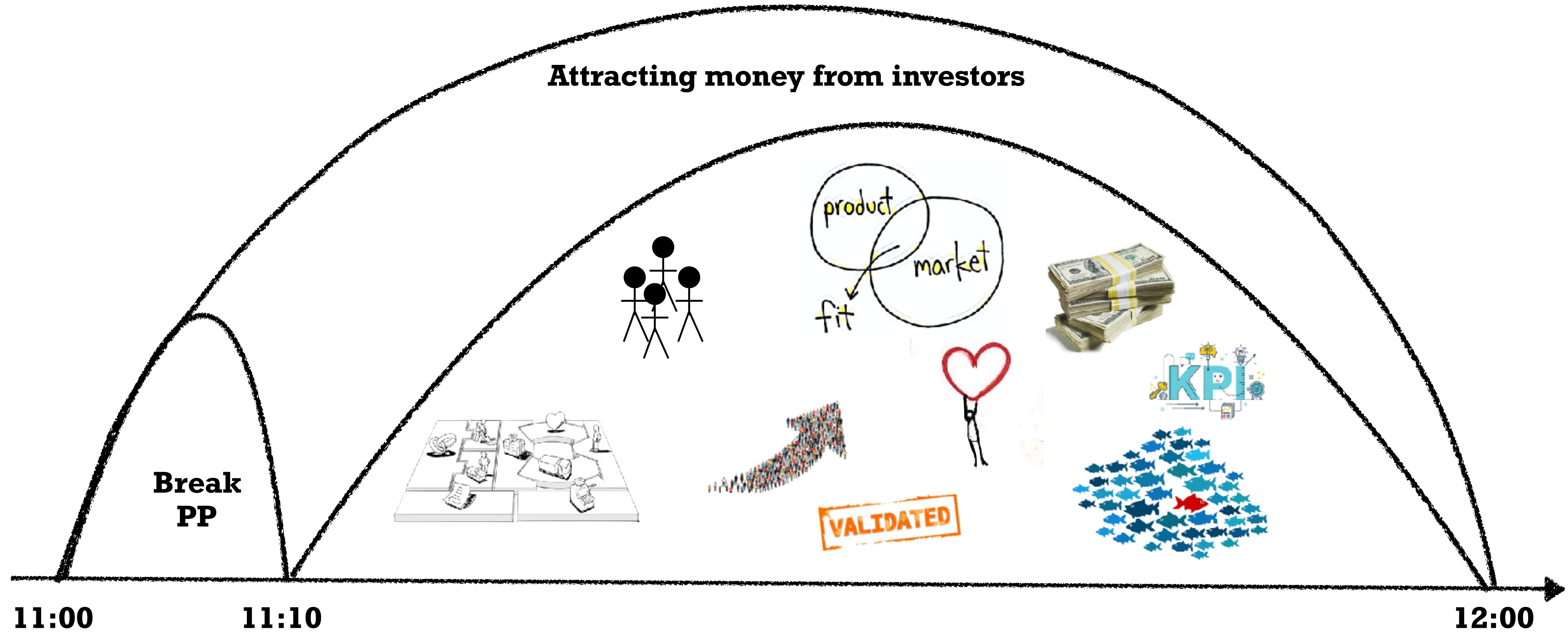


10 minuts **BREAK**

Do what you have to do - first ;-)

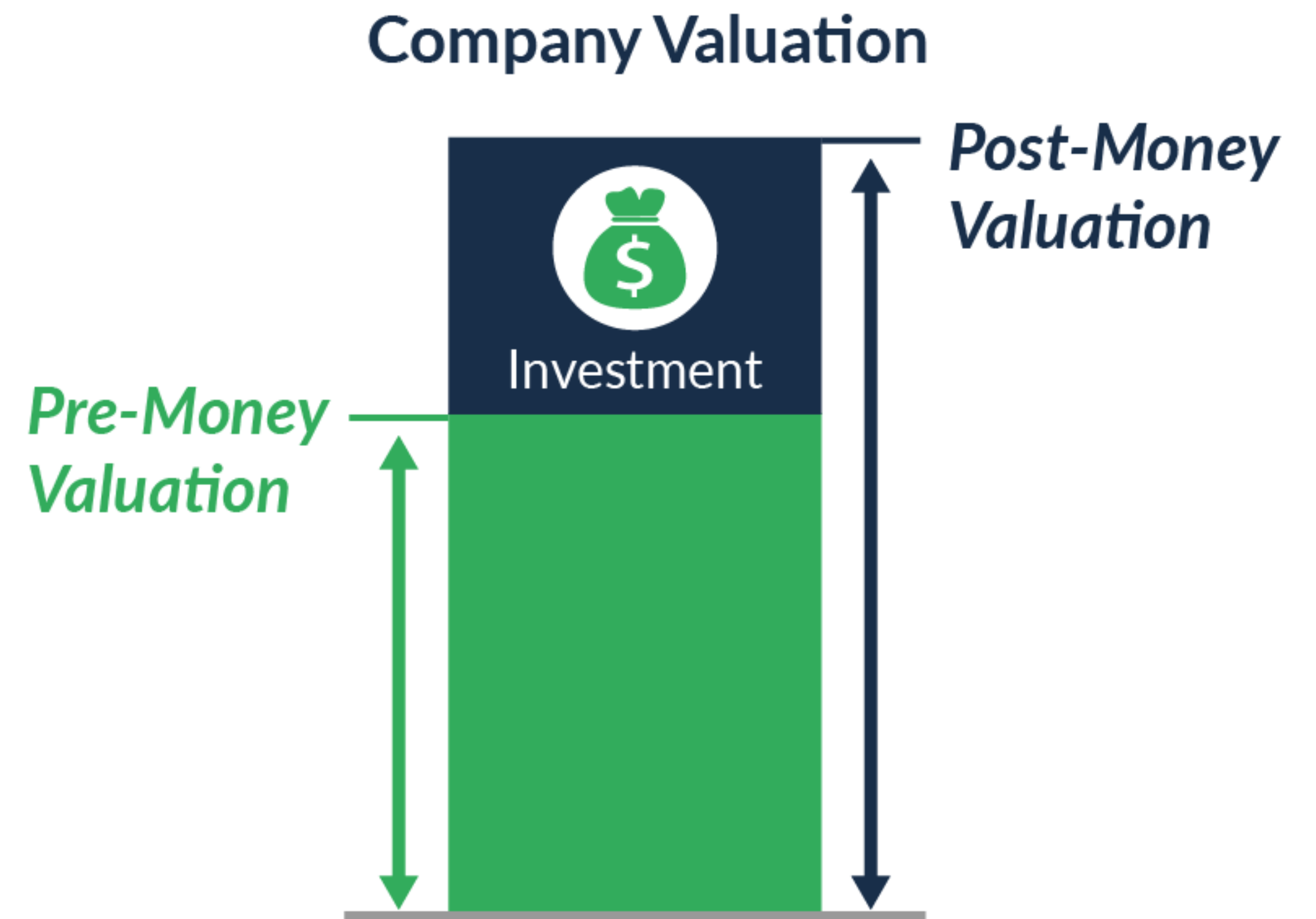


From an investors point of view



Pre- and post money valuation

	Pre dilution	(1) Post dilution	(2) Post dilution	(3) Post dilution
#of shares	1.000	1.250	2.000	2.857
Equity	10.000	25.000	275.000	2.275.000
Money invested	10.000	15.000	250.000	2.000.000
Market value	10.000	75.000	666.666	6.666.667
Value per share	10,00	60	333	2.3333
Founders shares	100 %	80 %	50 %	35 %
Investors shares (FFF)	0 %	20 %	12,5 %	8,75 %
Investors shares (Angel)	0 %	0 %	37,5 %	26,25 %
Investors shares (VC)	0 %	0 %	0 %	30 %



EXIT STRATEGIES for small businesses



MERGER



ACQUISITION



SELL TO FRIEND



IPO



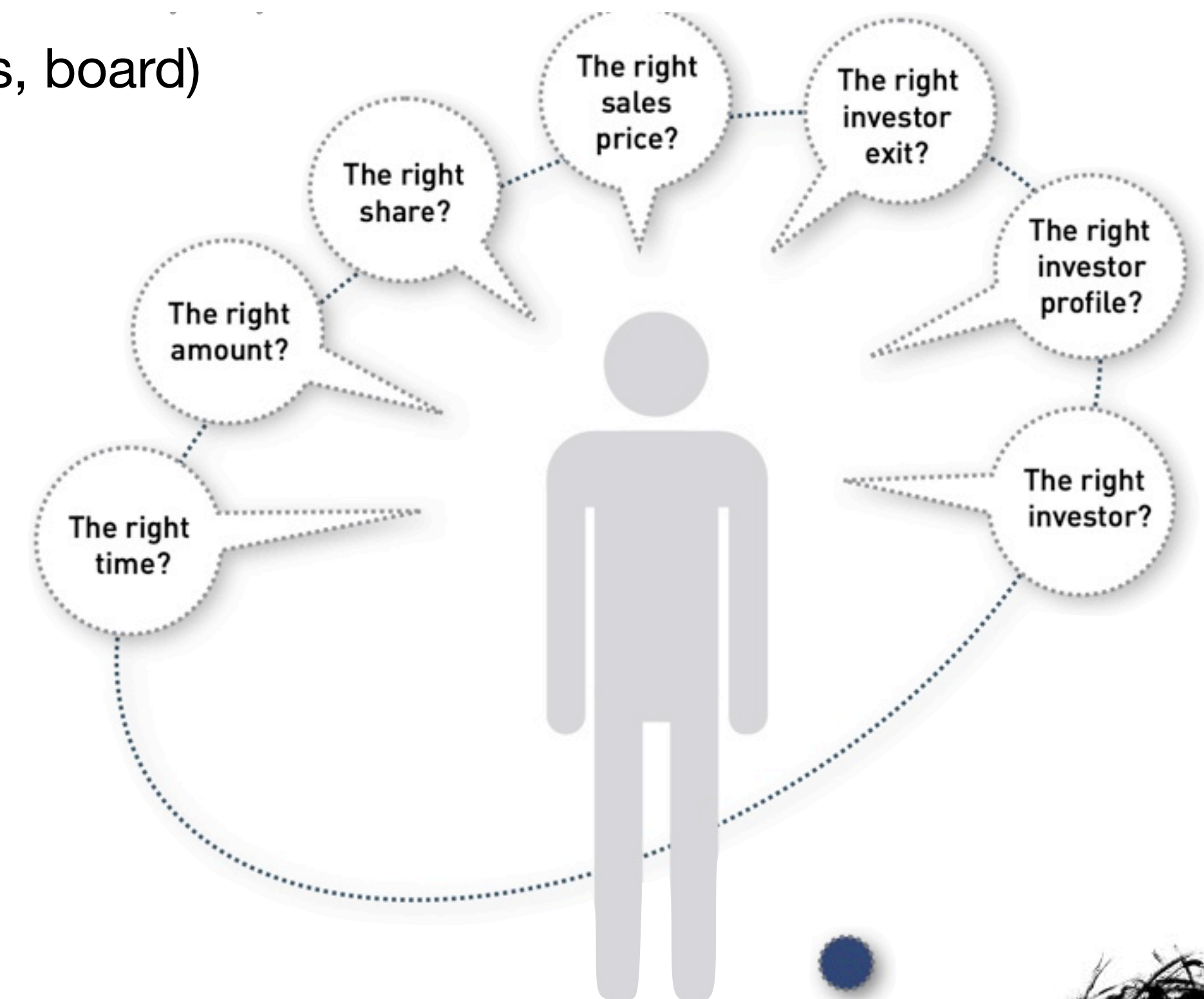
LIQUIDATION



EXIT as PROCESS

Exit strategy is just as important as the investment

- Develop a plan
- Confirm alignment (founders, investors, board)
- Build exit team
- Clean up corp. structure
- Prepare for due diligence
- Prepare deal
- Build the target list
- Screen
- Meet, negotiate and close.



Scoreboard

Criteria	Description	Range	Target	Factor	€
TARGET MARKET	Clearly defined beachhead- and target market? Is it large now or in the future. Stable or high growth? High priced niche?	0-25%			0
PROBLEM / NEED	Problem / need is real? Fading / short term trend? Sustainable, pain, challenge, need?	0-5%			0
SOLUTION	Better, faster, cheaper? Brand? Quality? Efficient? Convenient? Unique? Price? Value prop? Valuable? Rare? Inimitable?	0-10%			0
REVENUE MODELS	Revenue streams generated from a particular sources (End-user/ Decision-maker/third source): e.g. production-, rental or leasing- , advertising-, sponsored ranking-, commission, e-commerce,	0-10%			0
TEAM, BOARD; ADVISORS	Industry knowledge? Unique skills? Leadership? Key relationships? Prior successes and/or failures? Diversity?	0-30%			0
TRACTION	Pretotyped? LTV? CAC? Customer ROI? Key metrics? \$raised/revenue? Partners?	0-10%			0
COMPETITION vs. COMPETITIVE ADVANTAGES	Direct vs. indirect? Barriers to entry? Differentiation? Simpler alternatives exits? Unfair or sustainable advantages? Patents? Partners? Key risks?	0-10%			0
Pre-money valuation					0
					1.000.000 €

Target: Low=0)/Middle=1/High=2



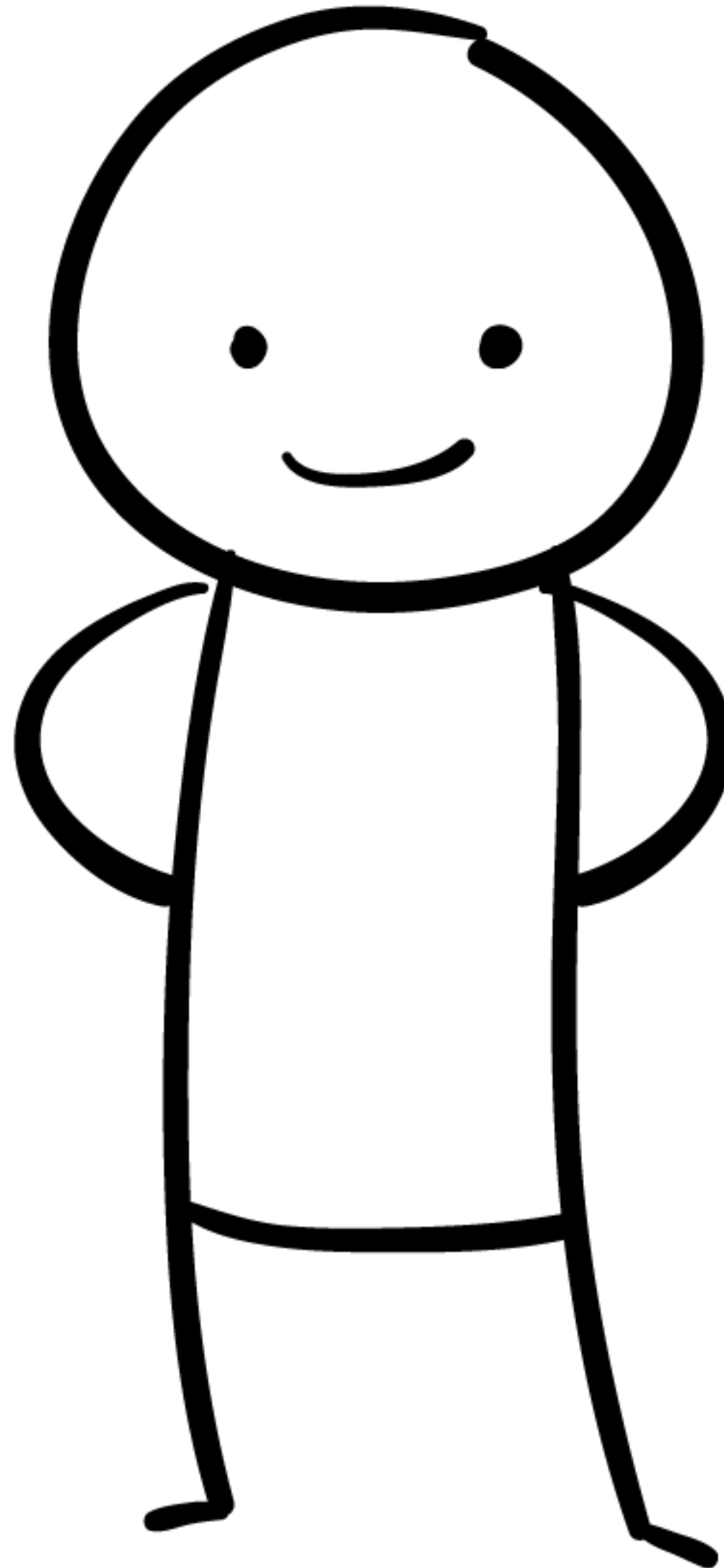
Scoreboard

Criteria	Description	Range	Target	Factor	€	
TARGET MARKET	Clearly defined beachhead- and target market? Is it large now or in the future. Stable or high growth? High priced niche?	0-25%	1	0,25	250.000	
PROBLEM / NEED	Problem / need is real? Fading / short term trend? Sustainable, pain, challenge, need?	0-5%	2	0,1	100.000	
SOLUTION	Better, faster, cheaper? Brand? Quality? Efficient? Convenient? Unique? Price? Value prop? Valuable? Rare? Inimitable?	0-10%	1	0,1	100.000	
REVENUE MODELS	Revenue streams generated from a particular sources (End-user/ Decision-maker/third source): e.g. production-, rental or leasing- , advertising-, sponsored ranking-, commission, e-commerce,	0-10%	1	0,1	100.000	
TEAM, BOARD; ADVISORS	Industry knowledge? Unique skills? Leadership? Key relationships? Prior successes and/or failures? Diversity?	0-30%	2	0,6	600.000	
TRACTION	Pretotyped? LTV? CAC? Customer ROI? Key metrics? \$raised/revenue? Partners?	0-10%	0	0	0	
COMPETITION vs. COMPETITIVE ADVANTAGES	Direct vs. indirect? Barriers to entry? Differentiation? Simpler alternatives exits? Unfair or sustainable advantages? Patents? Partners? Key risks?	0-10%	0	0	0	
Pre-money valuation						
			1.000.000 €	0-100%	1,15	1.150.000

Target: Low=0)/Middle=1/High=2



TIME OUT



Easy?
Difficult?
surprising?

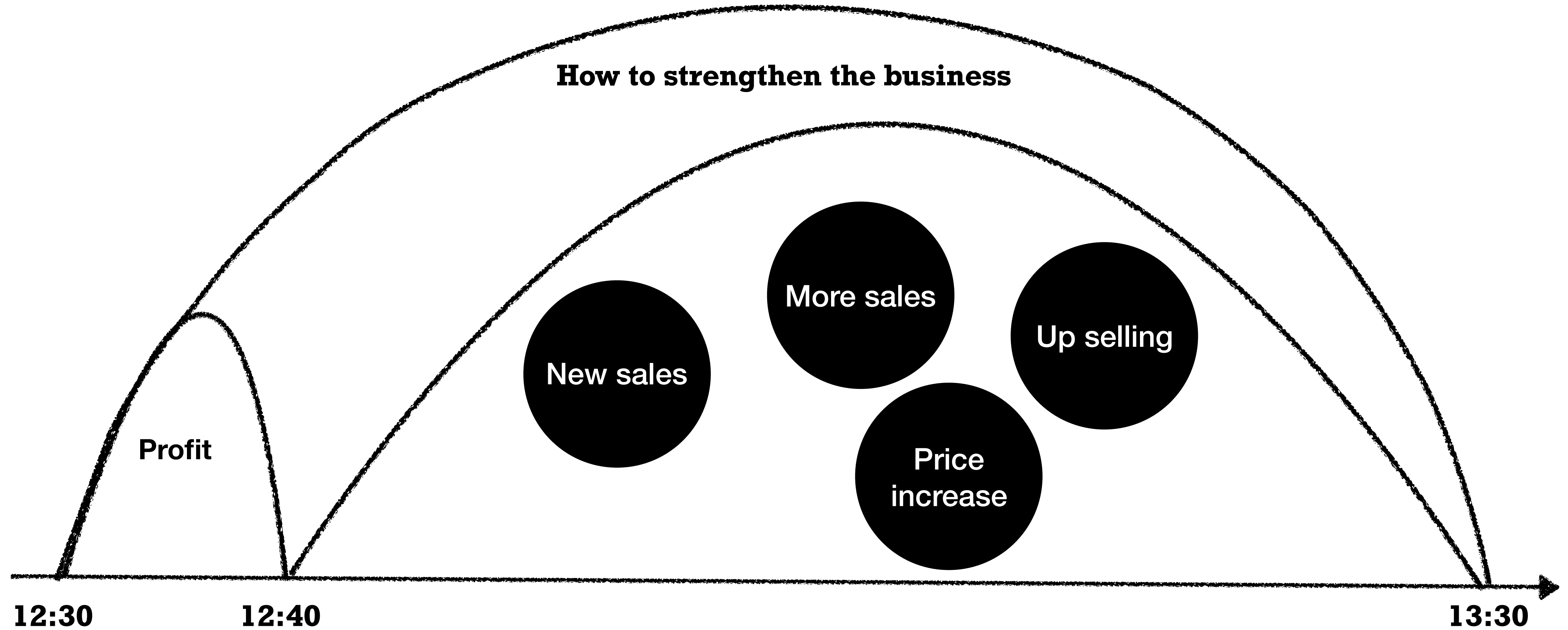


30 minuts
LUNCH BREAK

Do what you have to do - first ;-)



From an investors point of view



Roads to profitability

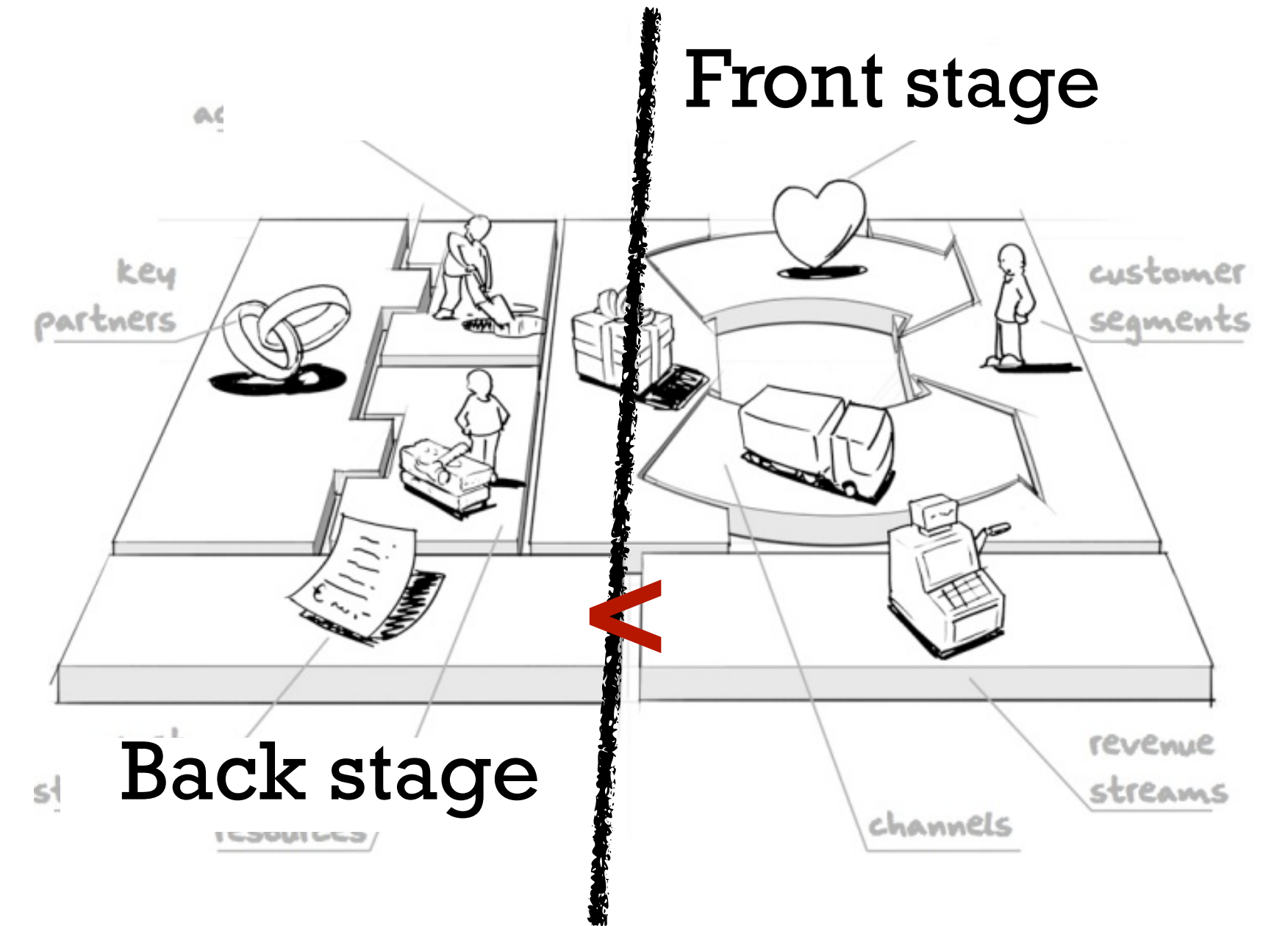
Profitability =

Increased
revenue

Reduced
cost

More sales
New sales
Up selling
Price increase

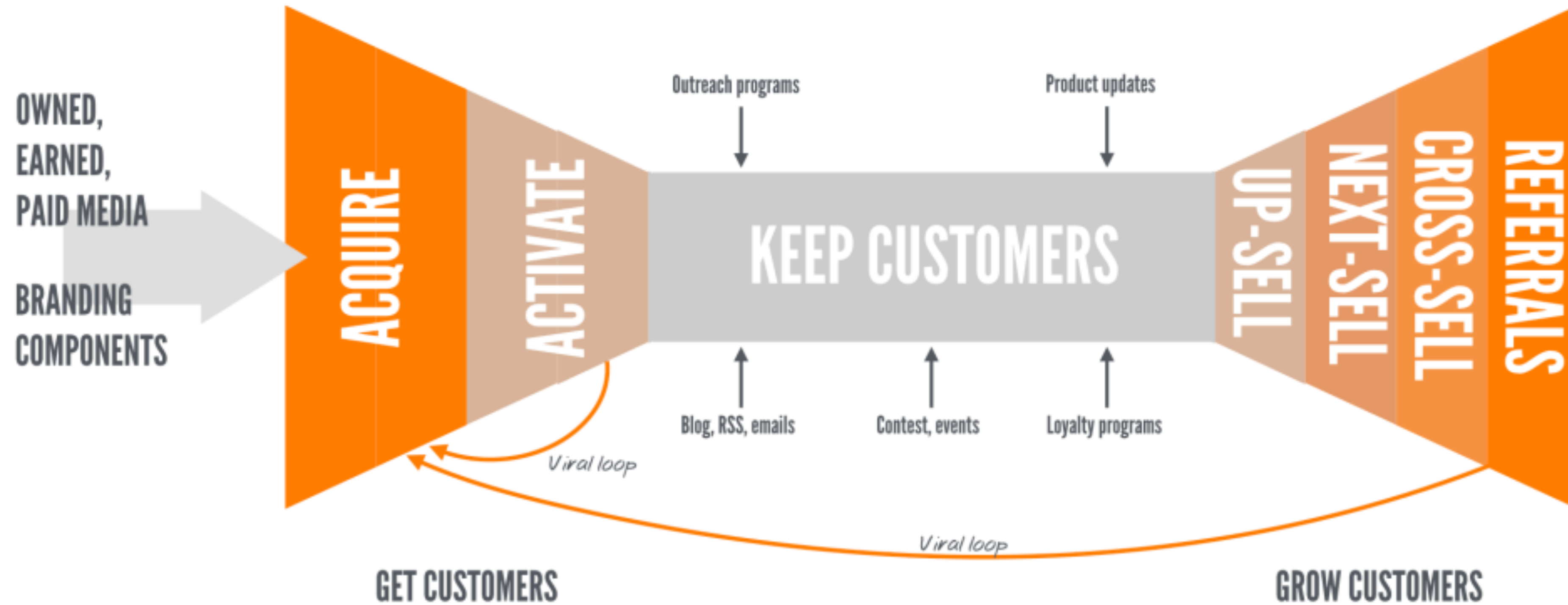
Cost reduction
Cost saving
Cost elimination
Cost efficiency



Increase revenue

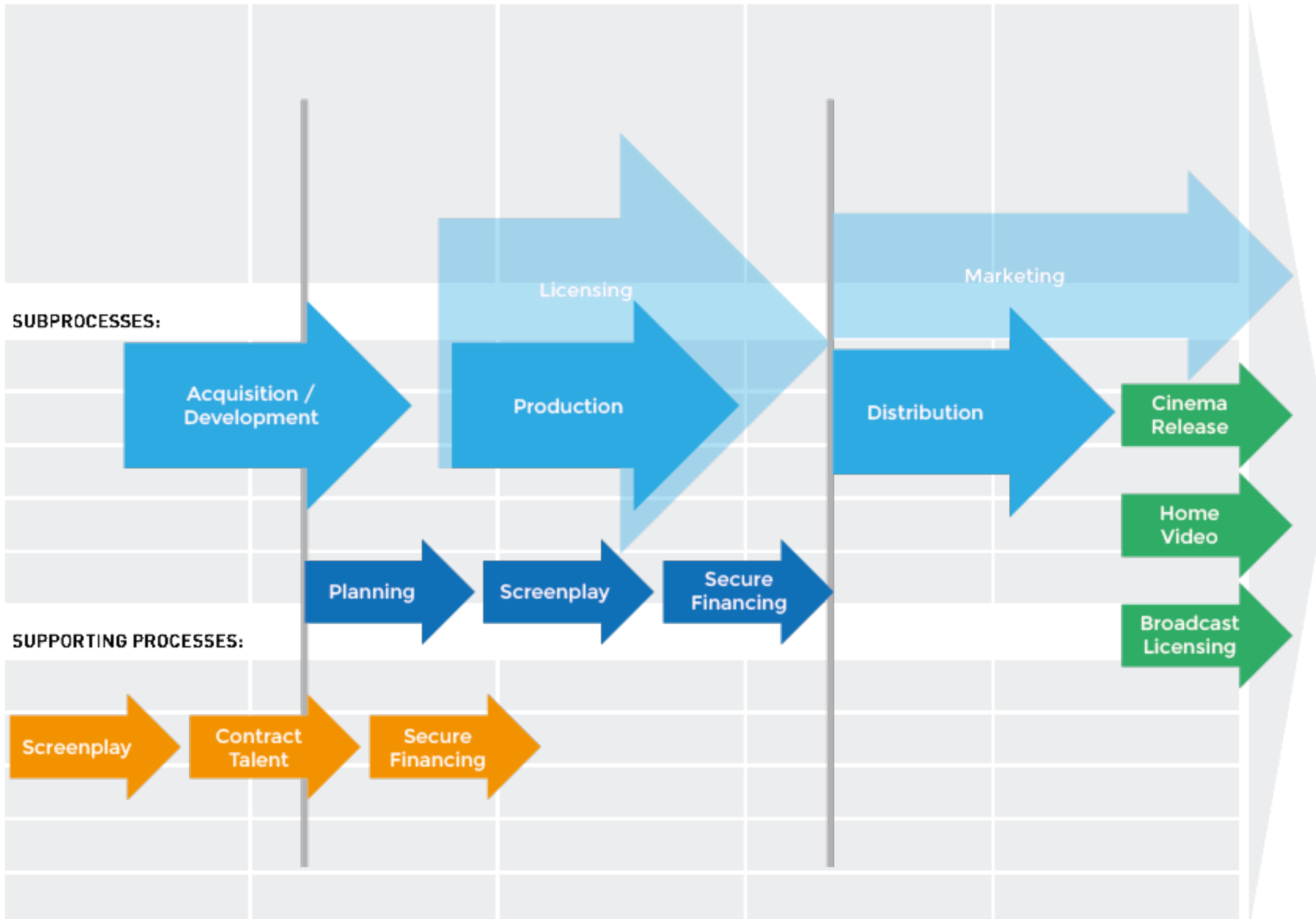
GETTING, KEEPING & GROWING YOUR CUSTOMER BASE

<https://www.inboundrocket.co/>

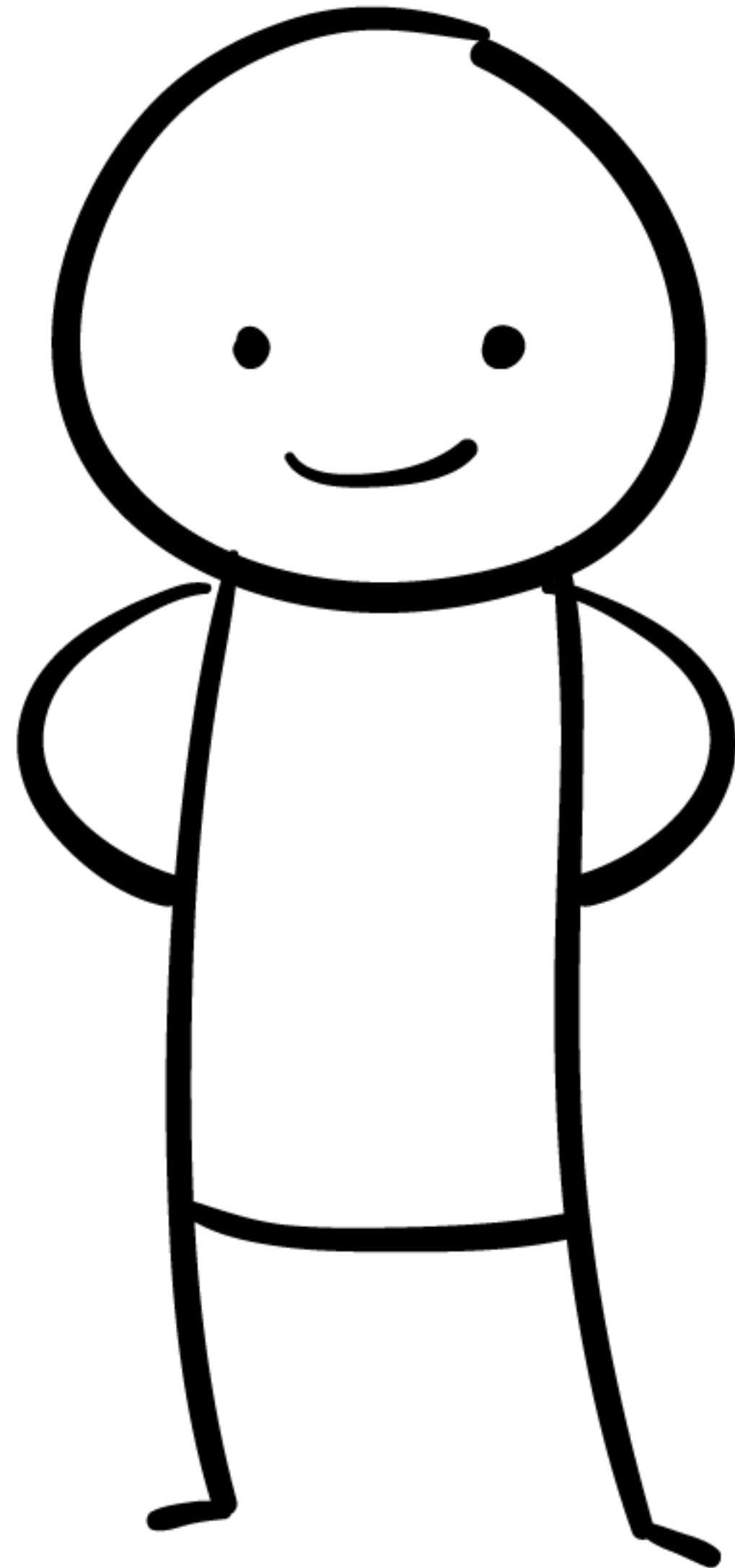


Value Chain Film production

THE COMPANY'S BUSINESS PROCESSES:



Challenge our existing business

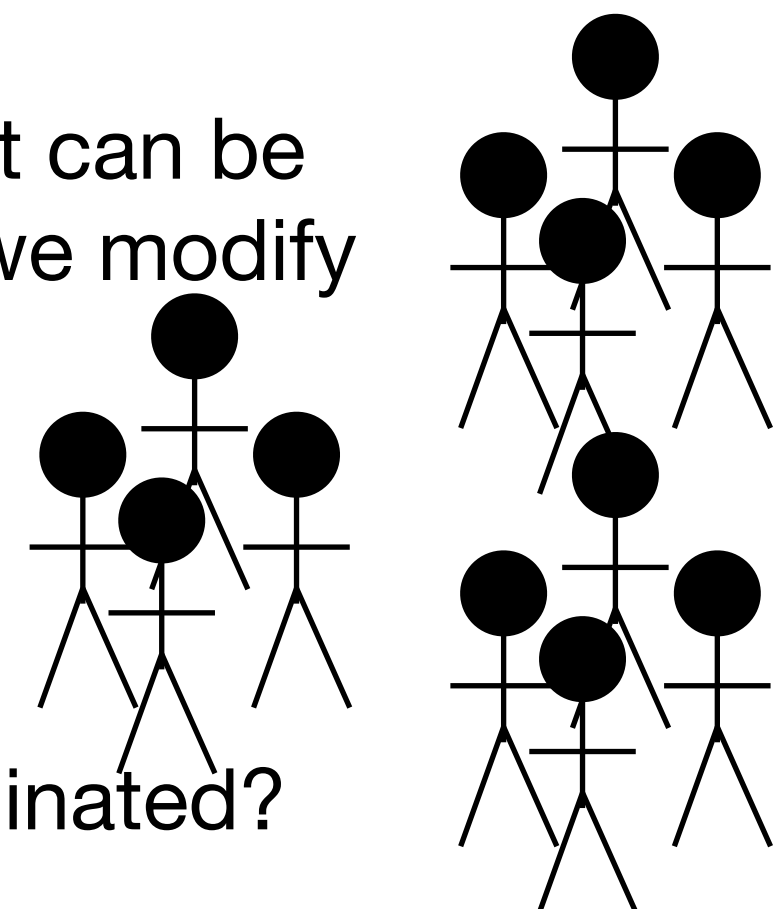


- **Intention:** Challenges how we see our business
- **Desire Outcomes:** New possibilities for increased revenues
- **Agenda:** (1) Briefing, (2) Group discussion, and (3) Take outs
- **Rules:** Group, Pick one of your businesses, go through SCAMPER, Challenge yourself to step out of the box.
- **Time:** 30 min group discussion, 20 plenum de-briefing

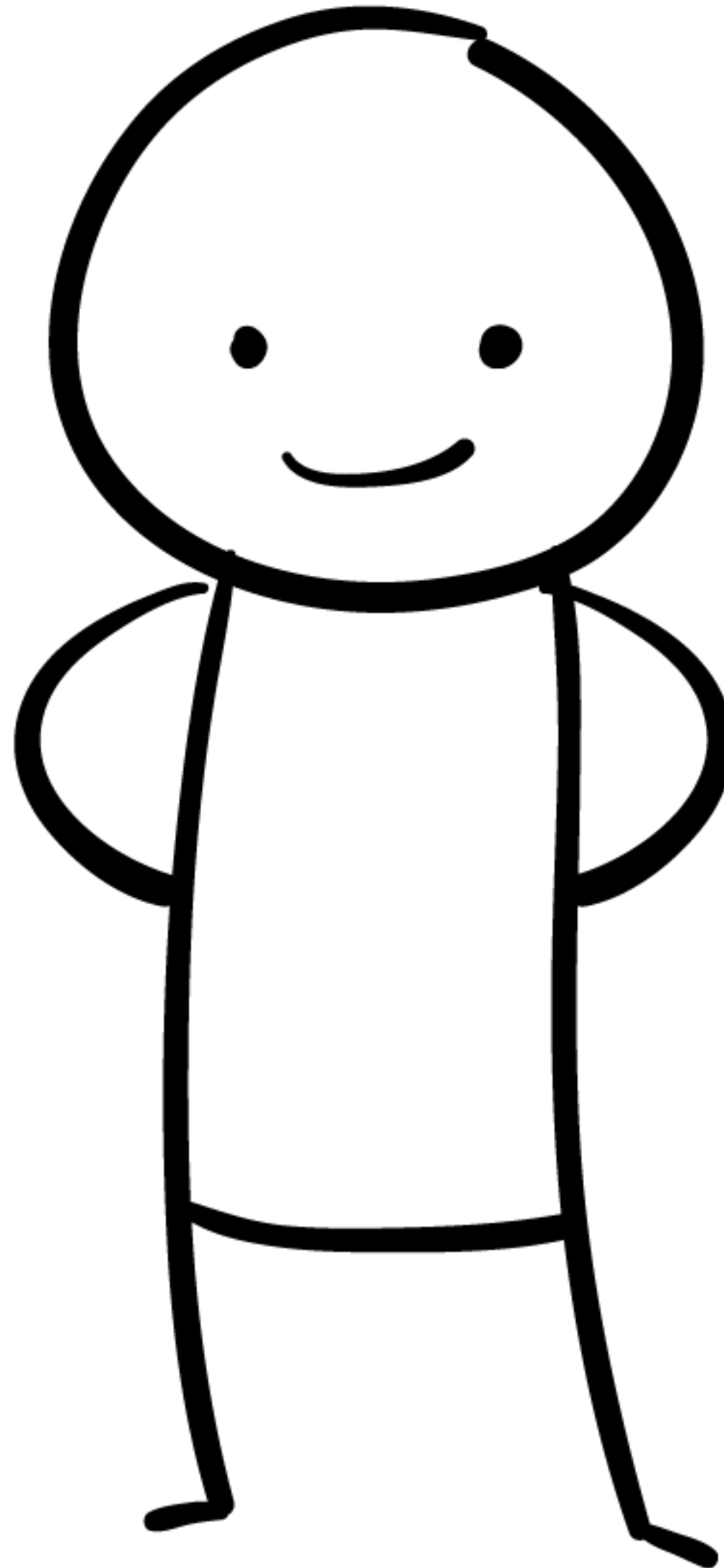


Let's SCAMPER our businesses

- **Substitute:** What would happen to the business if we swapped X for Y? E.g. What process can be substituted? What place can be substituted? What format can be substituted?
- **Combine:** What would happen to the business if we combined X and Y? What mediums can be combined? What formats can be combined to form a Blend? What units can be combined?
- **Adapt:** What changes would need to be made to adapt this business to a different context? What kind of Marketing or Selling Technique be adopted? Can we adopt “added value”, “Deluxe”, “Customer favorites”?
- **Modify/Magnify:** What could we modify to create more value on this business? What can be Extended? Can the sizes be Enlarged? What characteristics can be Magnified? Can we modify Ownership of the product? Can we modify the purpose of product?
- **Put to another use:** What other uses or applications might this business have?
- **Eliminate:** What could we remove from the business to simplify it? What can be Eliminated? Can we eliminate selling/displaying in other forums?
- **Reverse:** How could we reorganize this business to make it more effective? How could the Schedule be rearranged? Can you re-arrange the Speed? How could roles be rearranged?



TIME OUT



Easy?
Difficult?
surprising?

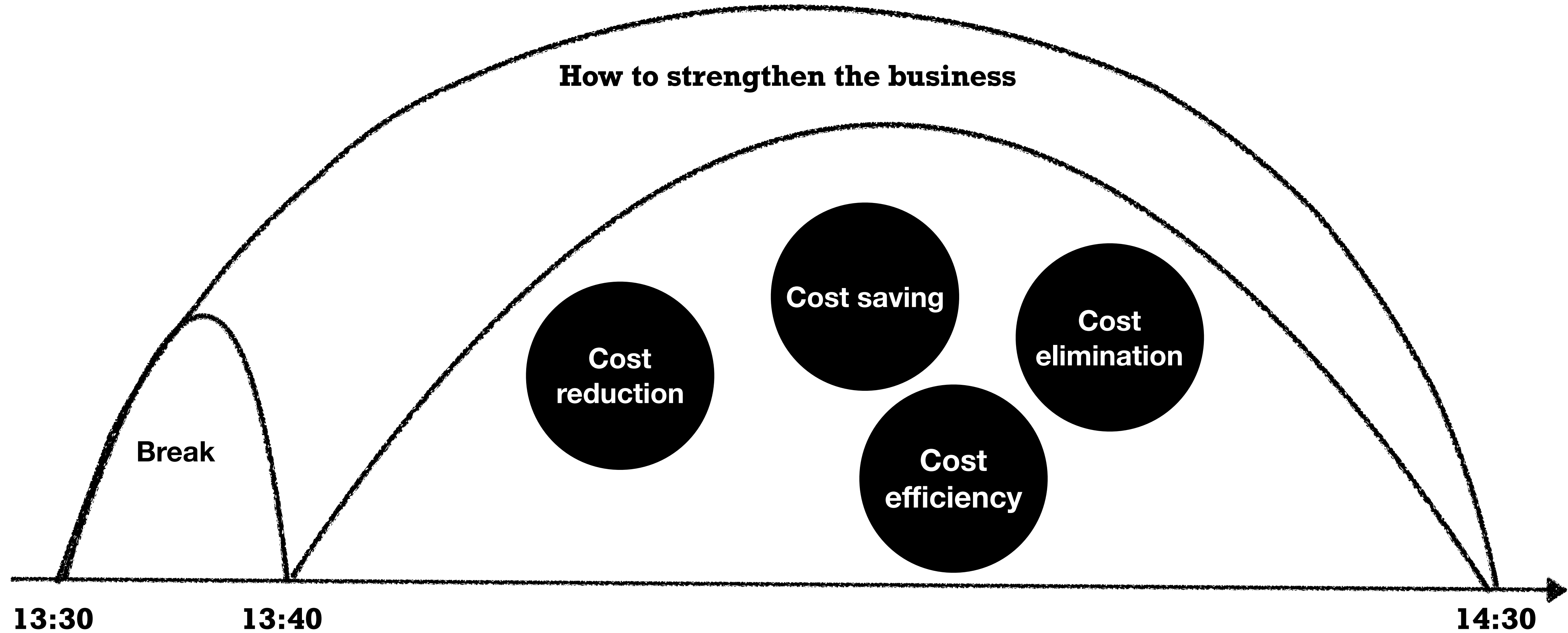


10 minuts **BREAK**

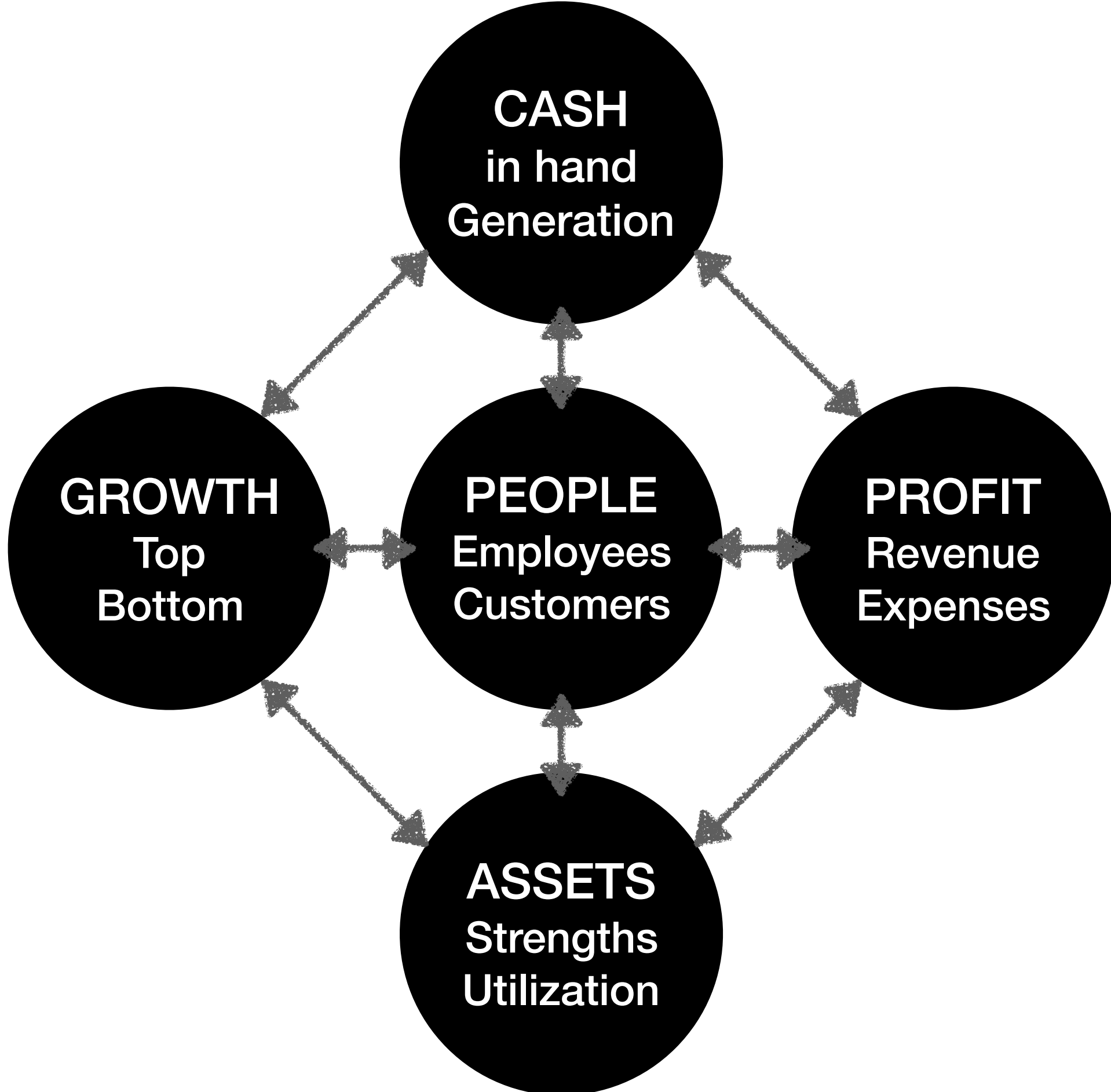
Do what you have to do - first ;-)



From an investors point of view



Cash is king



B1.11

OPERATIONS /Financials

DECISION SHEET

v2.2.1

Job to be done
Growth puts pressure on a company's liquidity but several initiatives can create a better cash flow.

By improving the cash flow, we get more available funds that we can use for making the company grow.

How to do it
Start by getting an overview of the listed ways to create a better cash flow in the company.

Continue by ticking off how useful you think each initiative is.

Finish by describing how to carry out the initiatives to create a better cash flow.

Next Step

- Schedule time to carry out the various initiatives.
- Delegate the tasks to your employees.
- Draw up a budget for the initiatives.

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Cash Management
Find ways to create better short-term and long-term cash flows

CATEGORY	WAYS TO CREATE BETTER CASH FLOW	USEFUL			HOW TO CARRY OUT THE INITIATIVES
		1	2	3	
Debtors	Shorten terms of payment				
	Convert to digital invoicing				
	Introduce advance payment				
	Improve reminder procedures				
	Introduce interest payment on overdue receivables				
Creditors	Offer cash discount for immediate payments				
	Extend terms of payment				
	Make installment agreements with creditors				
Inventory	Make installment agreements with tax authorities				
	Bring down costs and spending				
	Cut current inventory levels				
	Make smaller order sizes to suppliers				
Tied-up capital	Reduce minimum inventory for re-orders				
	Get higher revenue rate				
Loans	Reduce inventory through consignment				
	Sell assets				
	Take loans against assets				
Raising capital	Leasing of production equipment, inventory or cars				
	Get granted an overdraft				
	Take out loan from bank				
	Get loan from personal contacts				
	Make factoring deal				
	Negotiate extension on bank loan payments				
	Loans from inventory holders				
	Capital injection from investors				

Date: _____ Name: _____ Company: _____

**Short: How to eliminate outflow of cash?
(Look at the decision sheet)**



The value of a budget?

B1.22

OPERATIONS /Financials

DECISION SHEET
v2.2.1


Job to be done
The first step of making a budget is to define what type of costs we have in the company.
When we know more about our costs we can more easily make decisions about how to run the company.

How to do it
Start by noting all the types of costs that you have in your company. Use the checklist for inspiration.
Continue by roughly guessing the monthly costs and adding up the costs per year.
Finish by coming up with ideas for how to bring down your usage and your purchase prices in order to reduce your costs.

Next Step

- Transfer the numbers to a spreadsheet.
- Consider if the numbers are realistic and correct them if necessary.
- Make action plan for the best ideas for bringing down the costs.

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Cost Budget Calculate costs and reduce expenses

CHECKLIST: TYPES OF COSTS

- Direct costs
- Sales
- Administration
- Personnel
- Capacity
- Interest rates, depreciation
- Raw materials
- Marketing
- Phone
- Own salaries
- Rent
- Interest on overdraft
- Goods
- Traveling
- Internet access
- Freelancers
- Heat
- Bank fees
- Production costs
- Catering
- Subscriptions
- Catering
- Electricity
- Depreciation on facilities, equipment
- External manpower
- Representation
- Membership fees
- Education
- IT costs
- Minor purchases
- Insurances
- Literature

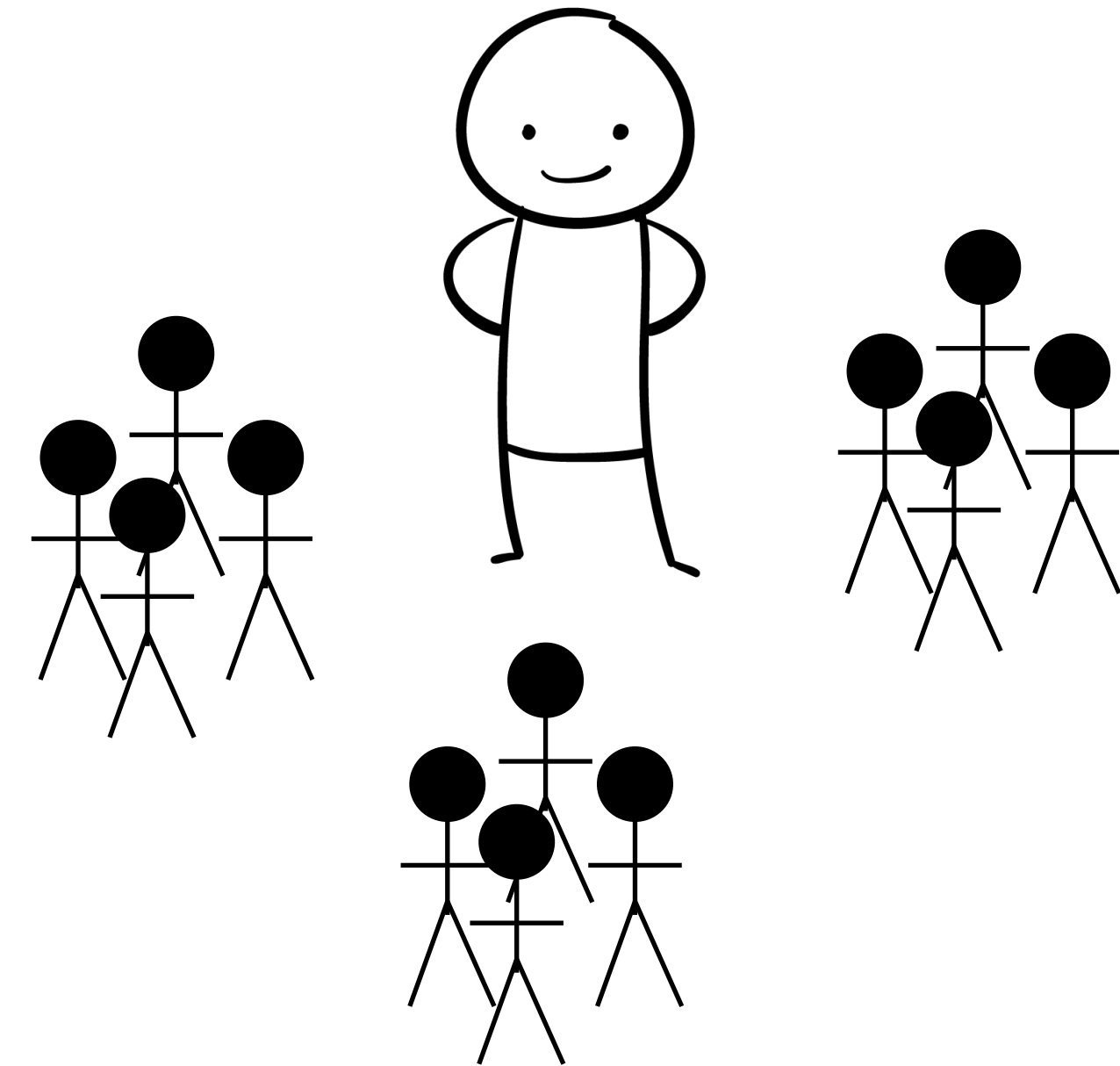
CATEGORY	TYPE OF COST	AMOUNT PER MONTH	AMOUNT PER YEAR	HOW CAN WE REDUCE USAGE? <small>(savings, streamline work flows)</small>	HOW CAN WE REDUCE PRICES? <small>(renegotiation, change supplier)</small>
Direct costs					
Sales costs					
Administration costs					
Personnel costs					
Capacity costs					
Interests					
Depreciation					

Date:

Name:

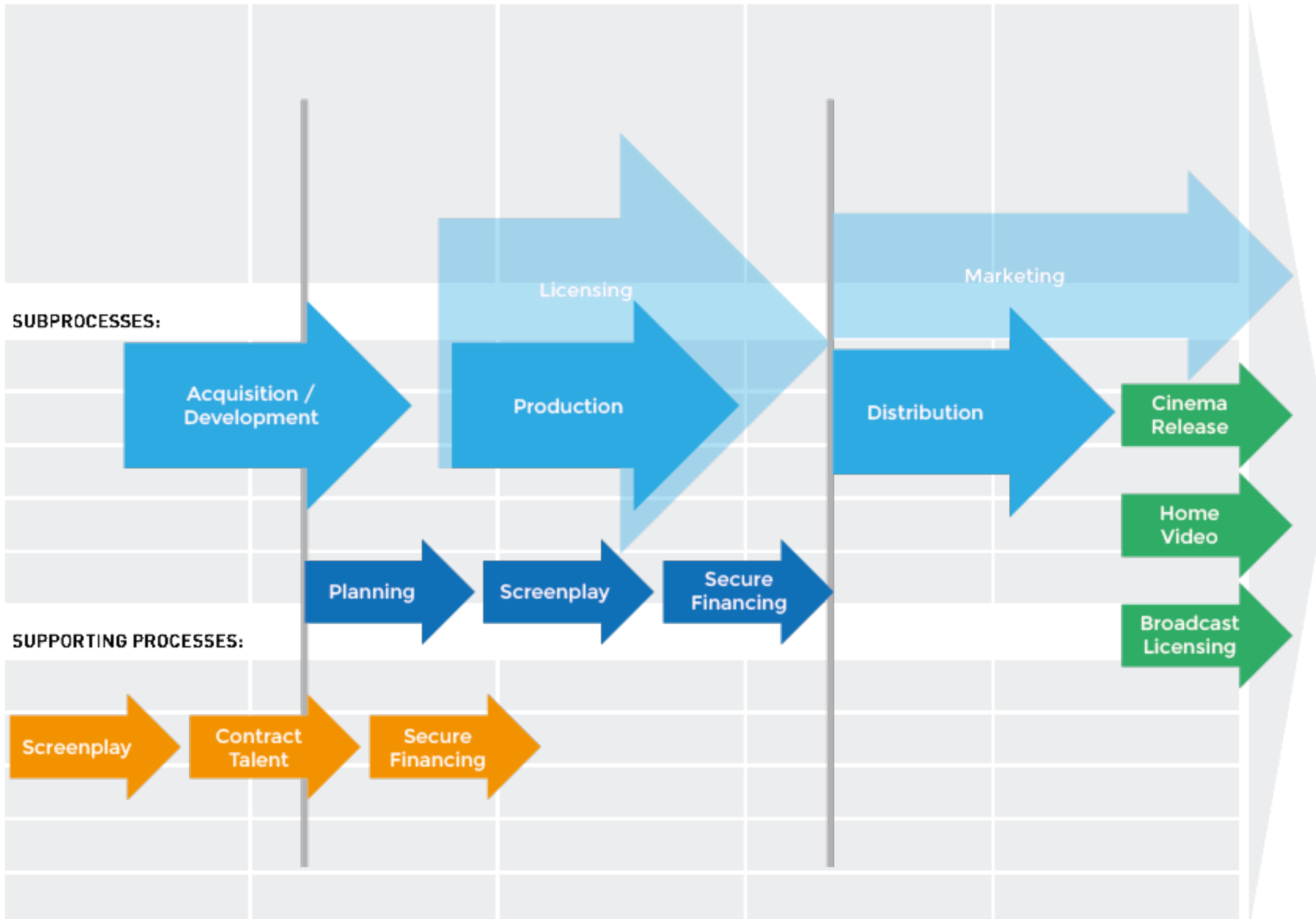
Company:

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Do Business Differently

THE COMPANY'S BUSINESS PROCESSES:



Drone Goggles
Algorithm Editing
4k+ 3D Technology
Cloud-based Technologies
Smartphone Filmmaking Gear
Autonomous Drones
Dual Camera VR
Unity



From an investors point of view

Test your potential for growth

Growth Scenarios
Select the most attractive growth scenarios

DECISION SHEET

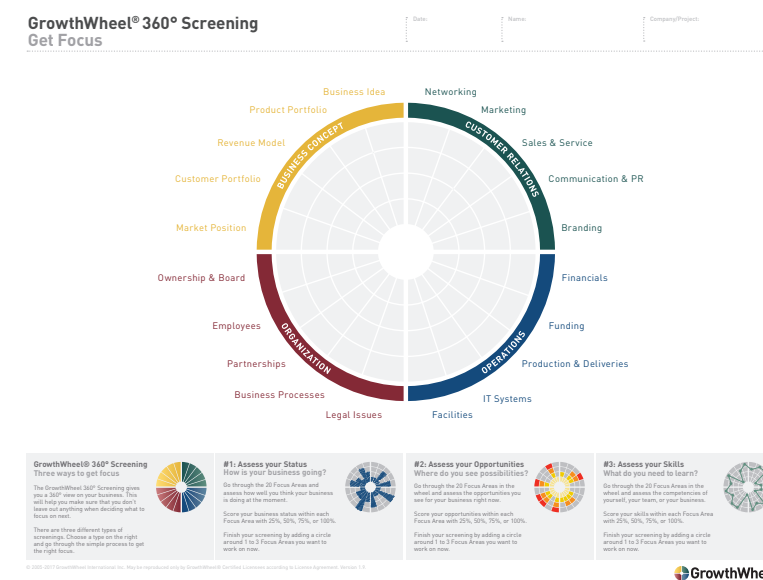
How to use this sheet

How to do it

Next Step

ATTRACTIVENESS SCORE (0-10)	MOST ATTRACTIVE ABOUT THIS SCENARIO	LEAST ATTRACTIVE ABOUT THIS SCENARIO
1		
2		
3		
4		

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Scoreboard
Set Ambitions

AMBITION TITLE	AMBITION DESCRIPTION	PERSON	QTR	YEAR	STATUS

CHECKLIST: AMBITIONS FOR BUSINESS CONCEPT

- New business idea
- Improved value proposition
- Product launch
- New or improved product design
- Technology integration
- Partner acquisition
- New or additional market
- Increased prices
- New customer segment
- New market entry
- Strategic market position
- Creation of a brand

CHECKLIST: AMBITIONS FOR ORGANIZATION

- Changed ownership
- New board members
- Changed management team
- Improved organizational structure
- Employee hire
- Improved compensation
- New business partner
- New business alliance
- Process improvement
- New distribution channel
- Improved legal services
- Expanded IP

CHECKLIST: AMBITIONS FOR CUSTOMER RELATIONS

- Key network connection
- Marketing activity
- Key customer
- Improved sales process
- Higher customer retention
- Direct
- Large contract
- Award
- Increased brand awareness
- Improved ratings
- Trademark protection

CHECKLIST: AMBITIONS FOR OPERATIONS

- Improved cash flow
- Higher customer product profitability
- Profit growth less reduced
- Revenue growth
- Cost savings
- Low overhead
- Increased productivity
- Reduction of operational risks
- Improved reporting
- IT upgrade
- Improved facilities/equipment

The Scoreboard for ambitions helps you set and monitor your ambitions for different areas of the business.

Use each ambition as a filter and describe it. Use the checklist for operations. Use each filter to narrow down the list of ambitions. Mark the current status of each ambition using a traffic light indicator.

- Green: If your ambition is a challenge.
- Yellow: If your ambition is in progress.
- Red: If your ambition is on track.

14:30

15:00



An attractive
BUSINESS CONCEPT
Make something
great

Business Idea
Product Portfolio
Revenue Model
Customer Portfolio
Market Position

Lasting **CUSTOMER RELATIONS**
Build trust

Networking
Marketing
Sales & Services
Communication & PR
Branding

Ownership & Board

Employees

Partnerships

Business Processes

Legal Issues

Financials

Funding

Production & Deliveries

IT Systems

Facilities

Find the team
A strong
ORGANIZATION

Making money
Profitable **OPERATIONS**



Decide how to grow

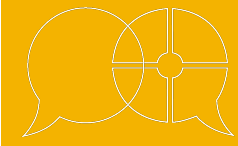
Intention: To find out what your most preferred growth scenario-

Desired Outcome: Yo being clear on what kind of growth you will aim for.

Agenda: You reflecting on the 7 various form of growth, prioritize them, shortly write down why hot/why not.

Rules: You do what is best for you. **Roles:** It's an individual thing

Time: 10 min reflection/5 min. sharing



Y1.06

BUSINESS CONCEPT
/Business Idea

DECISION SHEET
v2.2.1


Job to be done
We can make a company grow in many ways. By deciding on a growth strategy we can focus on the kind of growth we would like to make happen.
Conversations about growth strategies are an important part of growing, especially for companies with more than one partner.

How to do it
Start by going through the different growth scenarios and tick off how attractive you find each of them.
Continue by writing down the most attractive aspects of the different growth scenarios.
Finish by writing down the least attractive parts of each growth scenario, to get an idea of what makes them less attractive.

Next Step

- Find out what could be the specific outcomes of the most attractive growth scenarios.
- Make an action plan for reaching the most attractive growth scenario.
- Draw up a budget for the growth scenario you want to make happen.

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Growth Scenarios
Select the most attractive growth scenarios



POSSIBLE GROWTH SCENARIO	ATTRACTIVENESS (MARK WITH X)					MOST ATTRACTIVE ABOUT THIS SCENARIO	LEAST ATTRACTIVE ABOUT THIS SCENARIO
	1	2	3	4	5		
Volume growth (more orders, more traffic, development of production equipment, more employees)							
Idea and product growth (new products, services, technology, concepts)							
Quality growth (research and development, development of product, competences, or service)							
Network growth (partnerships, outsourcing, alliances, supply of competences)							
Market growth (new markets, greater market share, internationalization)							
Income growth (greater margins, productivity increase, cost reduction, price strategies, scale advantages)							
Financial growth (merger or acquisition, capital injection, investors, IPO)							

Date: _____

Name: _____

Company: _____

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Your strong and weak points

Intention: To map out your strong and weak points for your business.

Desired Outcome: You being clear on what your potential is.

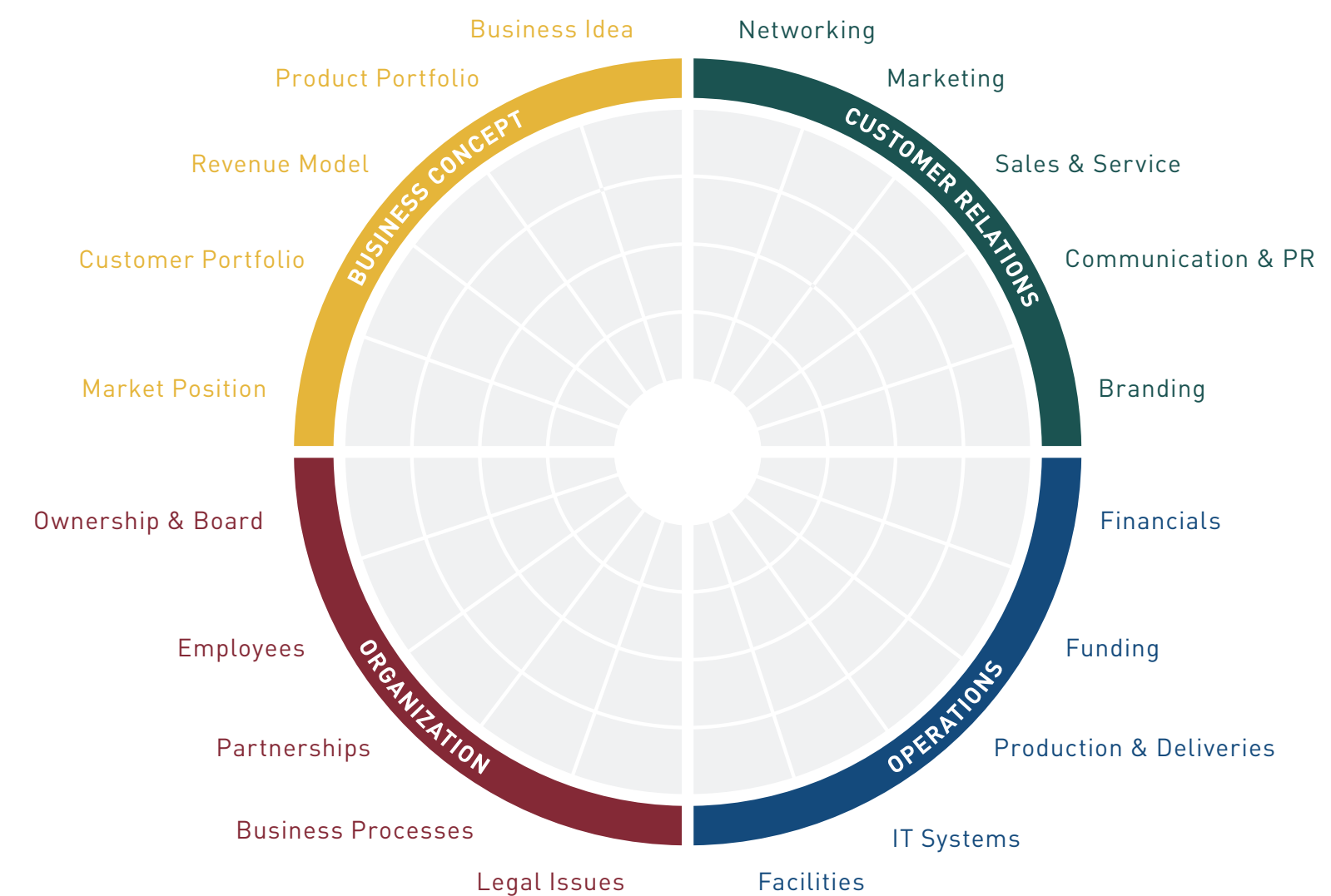
Agenda: You fill out the 360 screening




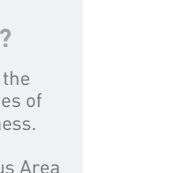
Rules: For each of the 20 fields you indicate your strength (0 is at the center). Its your own interpretation that counts. **Roles:** It's an individual thing

Time: 10 min reflection/5 min. sharing

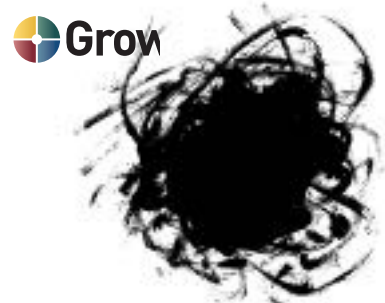
Wheel® 360° Screening IS

Date: _____ Name: _____ Company/Project: _____

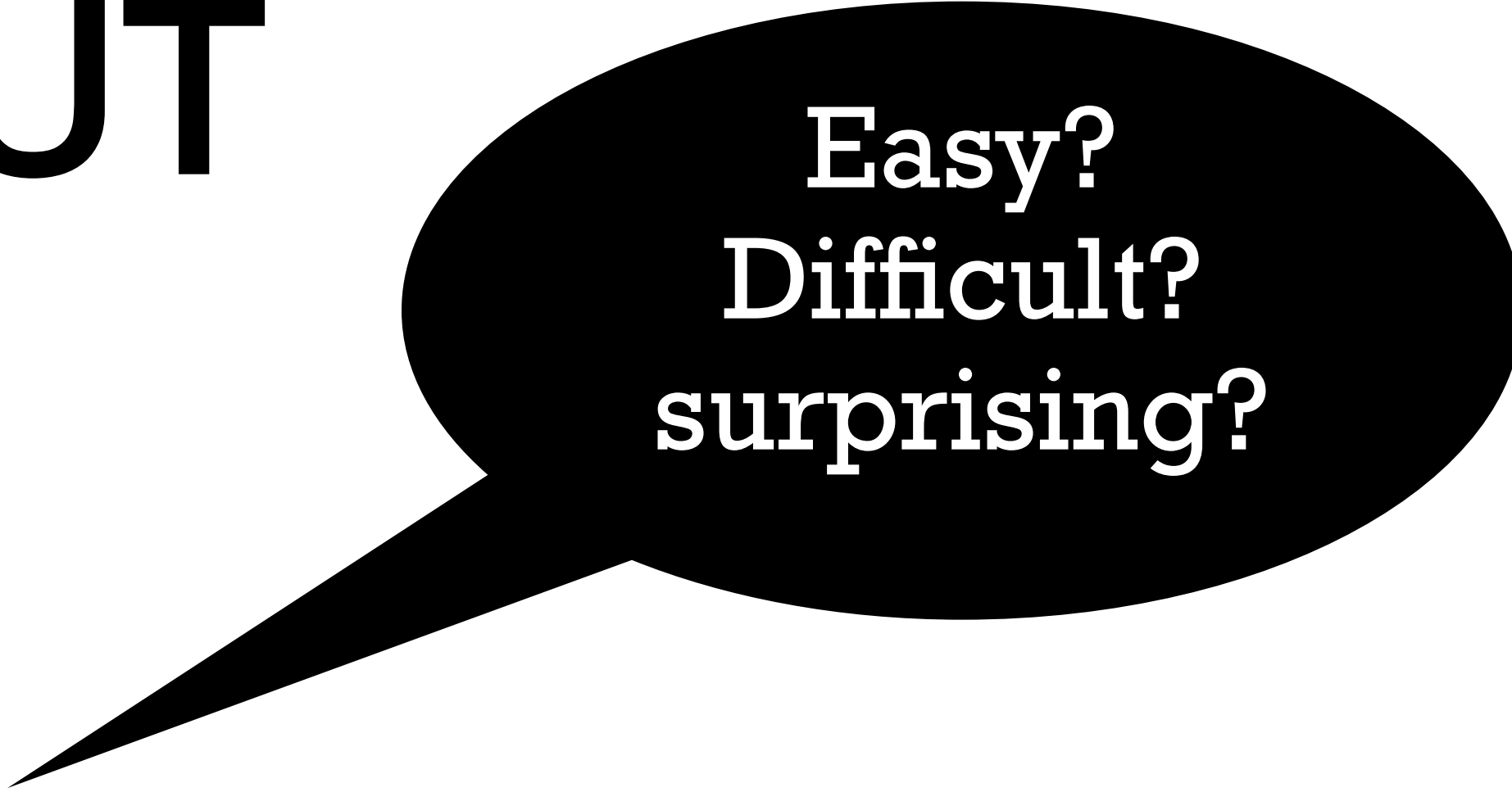
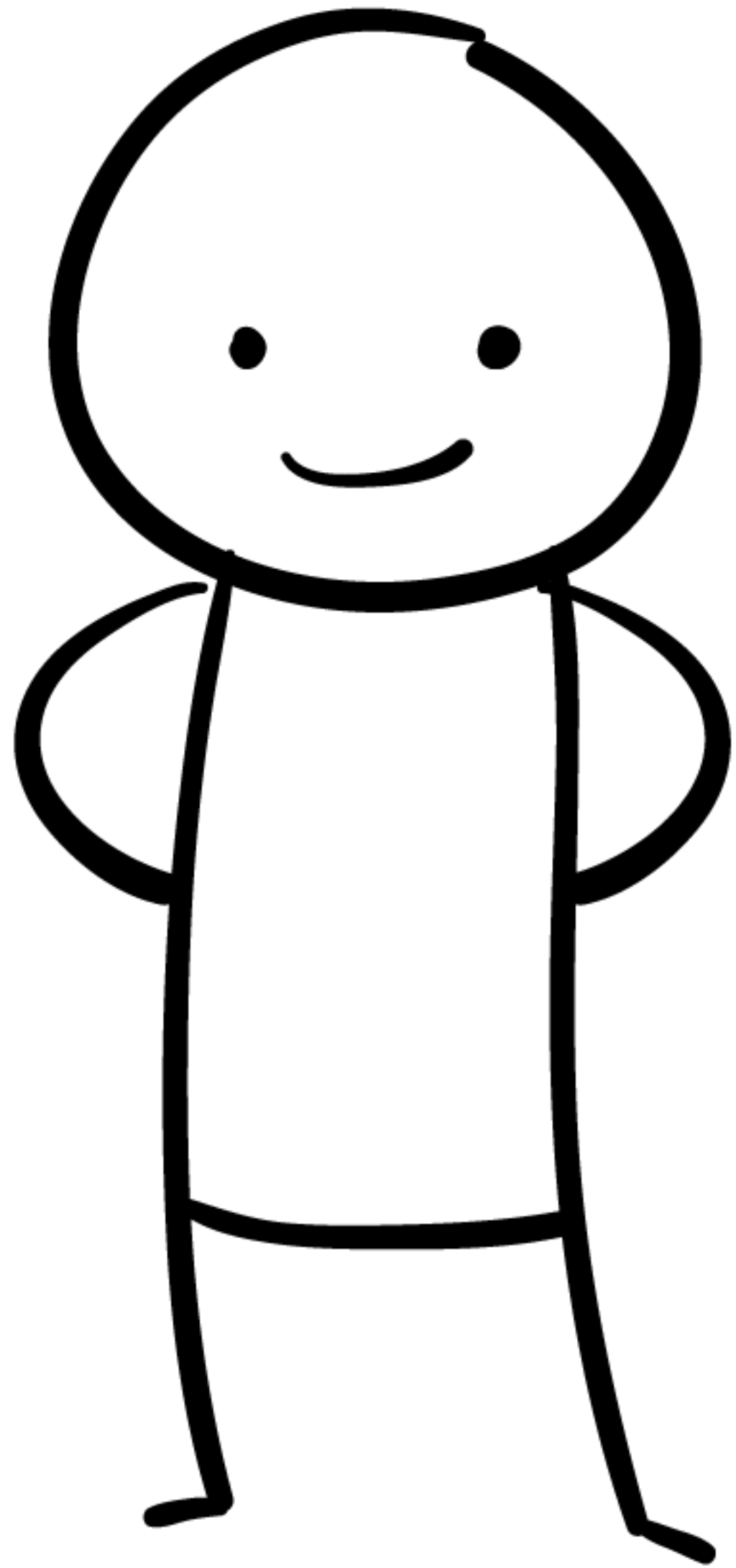


<p>360° Screening Get focus</p>  <p>0° Screening gives your business. This is where you don't begin deciding what to do.</p> <p>Identify different types of a type on the right to help the process to get started.</p>	<p>#1: Assess your Status How is your business going?</p>  <p>Go through the 20 Focus Areas and assess how well you think your business is doing at the moment.</p> <p>Score your business status within each Focus Area with 25%, 50%, 75%, or 100%.</p> <p>Finish your screening by adding a circle around 1 to 3 Focus Areas you want to work on now.</p>	<p>#2: Assess your Opportunities Where do you see possibilities?</p>  <p>Go through the 20 Focus Areas in the wheel and assess the opportunities you see for your business right now.</p> <p>Score your opportunities within each Focus Area with 25%, 50%, 75%, or 100%.</p> <p>Finish your screening by adding a circle around 1 to 3 Focus Areas you want to work on now.</p>	<p>#3: Assess your Skills What do you need to learn?</p>  <p>Go through the 20 Focus Areas in the wheel and assess the competencies of yourself, your team, or your business.</p> <p>Score your skills within each Focus Area with 25%, 50%, 75%, or 100%.</p> <p>Finish your screening by adding a circle around 1 to 3 Focus Areas you want to work on now.</p>
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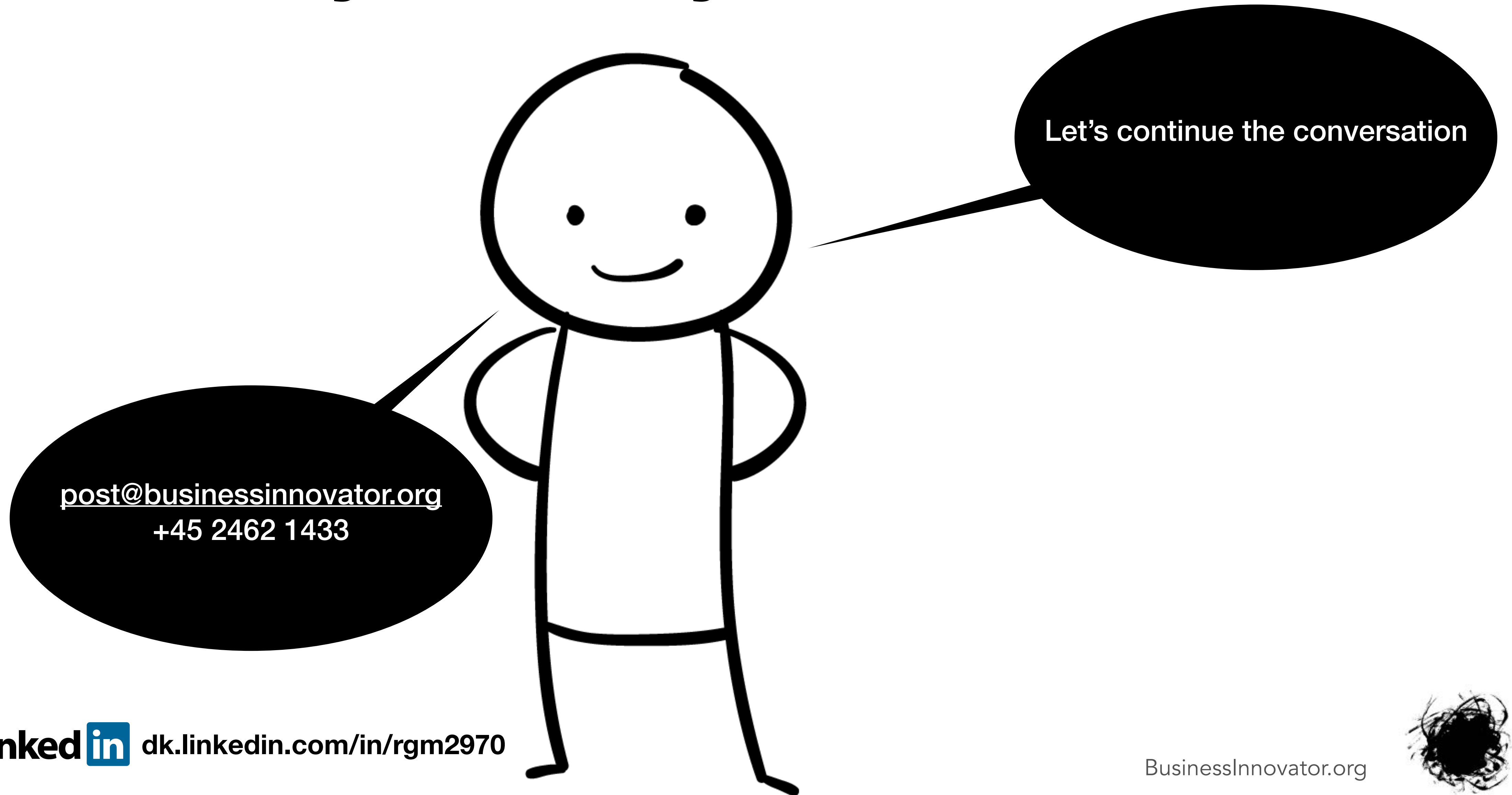
TIME OUT



Easy?
Difficult?
surprising?



Thank you for your attention



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+45 2462 1433

Let's continue the conversation

