








	Planning	Implementation	Value	Operations	Teamwork	Action	Longevity
FUTURE DIRECTION	Business Strategy	Sales	Marketing	Structure	People	Systems	Sustainability
PIVOTAL POINT							
CURRENT DIRECTION	<b>Business Strategy</b> Vision & Values Personal Aspirations Business Plan Core Purpose/ Mission Statement Key Performance Indicators	<b>Sales</b> Turnover & Profits for last 3 years Sales Projections Leads Generation & Tracking Promotion USPs	<b>Marketing</b> Quality Customer Relations Branding New Product Development Advertising & Publicity Research	<b>Structure</b> Organisation Workflows & Processes Accountability Technology	<b>People</b> Communications Realising Potential Appraisals Managing Change Training & Coaching	<b>Systems</b> Cash Flow Management Accounts Efficiency & Improvement Quality Assurance Health & Safety	<b>Sustainability</b> Measurement, Control & Improvements Environmental Compliance Accreditations & Awards R&D Investment

Strategic Planning, Business Operations & Marketing - to achieve the right balance for growth