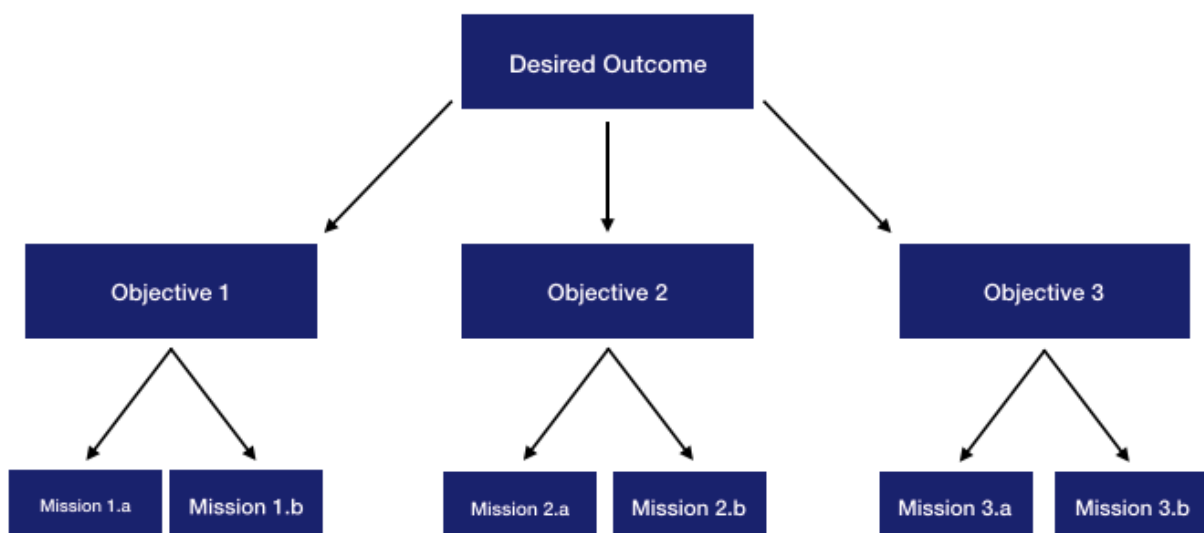


MISSION CLARITY CHART

Created to help business leaders and entrepreneurs:

- cut through the fog of uncertainty
 - reverse engineer a simple, actionable roadmap to success
 - help you become focused and confident that you're taking the correct actions in achieving your desired outcomes
-

Mission Clarity Chart



MISSION CLARITY STRATEGIC FRAMEWORK

1

Define Your Desired Outcome

First we must clearly identify your Desired Outcome. Where do you want your business to be in 90 days?

If you don't have clarity on where you're trying to go, you'll end up performing random actions that will get you random results.

2

Setting Strategic Objectives

In order to ensure that you achieve your Desired Outcomes we must clearly define which Strategic Objectives, or necessary outcomes must be accomplished.

"If I accomplish these 3 Strategic Objectives then achieving my Desired Outcome is inevitable."

3

Mission Planning

Now that you have clarified your Strategic Objectives, define what targets must be hit in order to achieve them.

*"In order to achieve these 3 Strategic Objectives I must do
XXXXI"*

MISSION CLARITY CHART

The next step to completing your personal Mission Clarity Chart is to think about and answer the next 3 questions about Desired Outcome, Strategic Objectives and Missions.

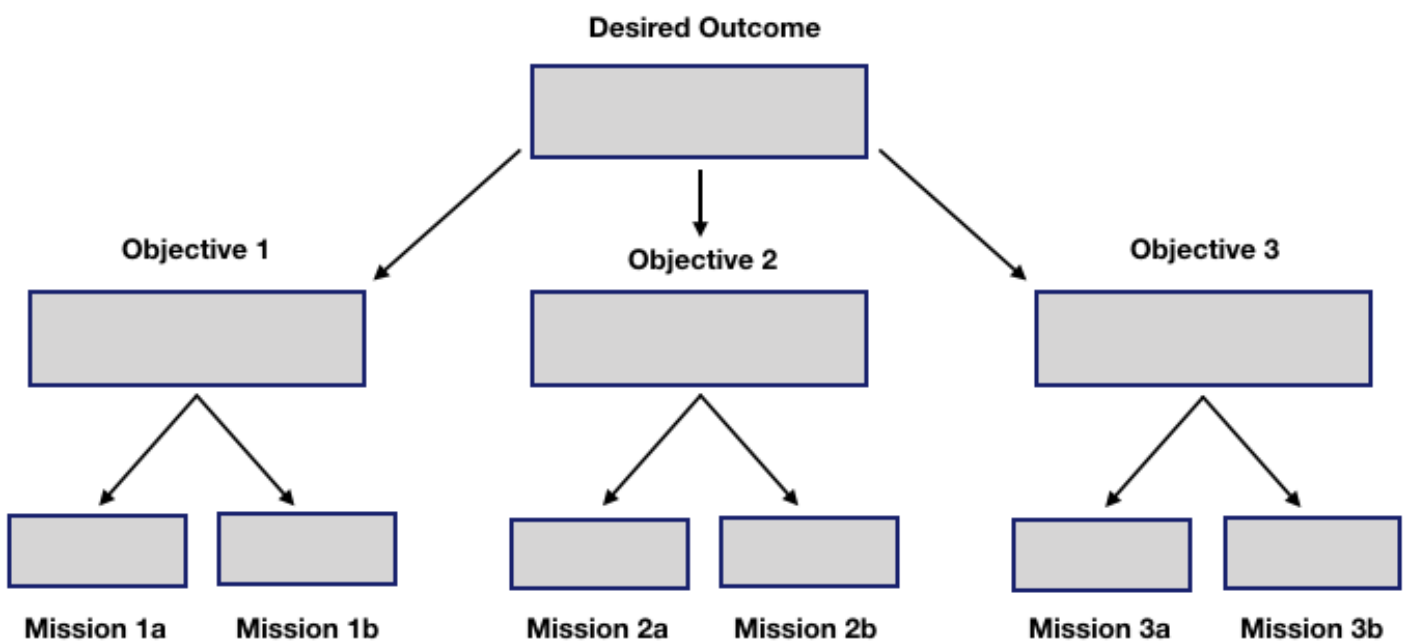
1. DESIRED OUTCOME - Define your Desired Outcome for your business in the next 3 months. 90 days from now where would you like your business to be?

2. STRATEGIC OBJECTIVES - If your Desired Outcome is _____, what are the top 3 Strategic Objectives that must be accomplished?

3. MISSIONS - In order to achieve these top 3 Strategic Objectives, what Missions must you set out on? If you want to achieve your Strategic Objectives, what targets must you hit?

MISSION CLARITY CHART

Now complete your Mission Clarity Chart with your answers from pg 2



How to Take Action Now

Put Your Chart Up for Display

Print out your Mission Clarity Chart and put it up in your office. Constantly assess if your actions are leading you towards your desired outcome.

Prioritize and Execute

Planning without action doesn't generate results. Now that you have a clearly defined road map to success it's up to you to go make it happen!