

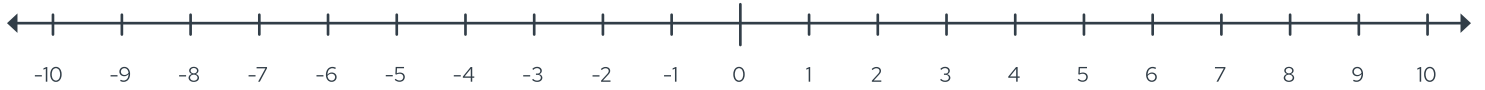
On a scale of 1-10, positive or negative, assess the current momentum of your business toward your vision and goals. Then, assess all the environmental factors impacting your business in the same way – helping or holding you back. What actions do you need to take to improve your momentum in the face of these forces?

My Company's Current Velocity



Strength and Direction of Other Vectors

ECONOMIC ENVIRONMENT



REGULATORY ISSUES



TAXATION



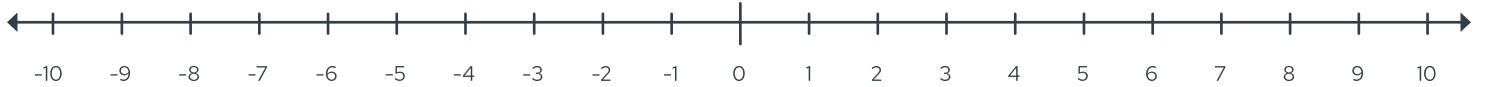
COMPETITIVE MARKET



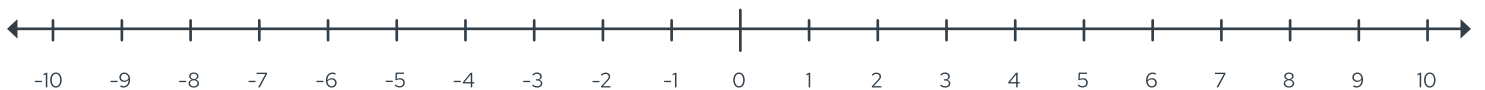
SUPPLIERS



EMPLOYEES



CUSTOMER MINDSET



SOCIO-CULTURAL CONTEXT



TECHNOLOGY



What actions will you take in the next 30 days to combat headwinds or leverage tailwinds?