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# LUCA GIOVANELLI

MARKETING & SALES

RESOURCES FOR MANAGEMENT AND  
BUSINESS GOAL SETTING

WE RECOMMEND PRINTING THESE SHEETS AND WRITING YOUR THOUGHTS ON THEM IN PEN. TO ENCOURAGE THE CONNECTION OF NEURAL NETWORKS AND MAKE THE BEST USE OF THESE FREE RESOURCES!

## Purpose

### Mission

Why do we exist?

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### Values

What is important to us?

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### Vision

What do we want to be?

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### Strategic Intent

How will we get there?

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### Drivers

What will we focus on?

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### Enablers

What frameworks, resources and skills will we use?

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### Targets and Initiatives

What will we need to do?

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### Performance Indicators

How will we know we are successful?

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### Strategy Map

How will we test and communicate the strategy?

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## Strategy

## Execution

**S**

What are your strengths?  
What do you do better than others?  
What unique capabilities and resources do you possess?  
What do others perceive as your strengths?

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**W**

What are your weaknesses?  
What do your competitors do better than you?  
What can you improve given the current situation?  
What do others perceive as your weaknesses?

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**SWOT**

What opportunities are available to you?  
What trends or conditions may positively impact you?

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**O**

What trends or conditions may negatively impact you?  
What are your competitors doing that may impact you?  
Do you have solid financial support?  
What impact do your weaknesses have on the threats to you?

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# Challenges

What problems are you trying to solve?

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# Aspiration

What are the ideal desired outcomes?

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# Focus area

What is the scope of your strategy?

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# Outcome

What metric you'll be use to mesure the success?

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# Guiding Principles

How will you overcome the challeges?

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# Activities

What type of activity solve the problem?

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**Threat of new entry**

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**Competitive rivalry**

**Buyer power**

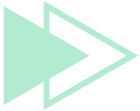


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**Threat of substitutions**



**Supplier power**



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# Your Goal

Write down your goal

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# Explain why it's important

Explain why your goal is important and how it would impact your carrer, life ecc.

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**Is your  
goal  
S.M.A.R.T**



### S

Is it specific?



### M

Is it mesurable?



### A

Is it attainable?



### R

Is it relevant?



### T

Is it time-specific?



# Potential Blockers

Make a list of all the things that can potetially become  
obstacles on the path to achieving your goal

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# The to do list

List down all the things that you need to do in order to achive  
this goal, including the step to overcome the blockers

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