



Name: _____ Company: _____ Date: _____

What aren't we doing that we should **start doing**?

1. _____
2. _____
3. _____

What are the things we should **stop doing**?

1. _____
2. _____
3. _____

What are we doing right that's making a good impact? What do we need to **keep doing**?

1. _____
2. _____
3. _____

Looking out three to five years, what are the top **opportunities** for the company?

Looking out three to five years, what are the top **threats** to our company's growth?
