STRATEGIC FOCUS CANVAS™

Company

Date

WHERE DO WE PLAY?

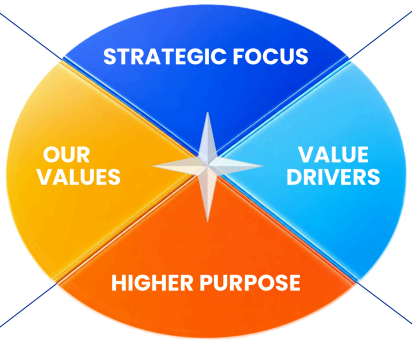
WHERE DO WE NOT PLAY?

HOW DO WE WIN?

TRADE-OFFS TO WIN

OUR CORE VALUES

PRIORITIZING WHAT OUR CUSTOMERS VALUE



OUR MEANINGFUL CONTRIBUTION

© Red® LATAM · Licensed under CC BY-SA 4.0

Red®