STRATEGIC FOCUS CANVAS™

Company

Date

WHERE DO WE PLAY?

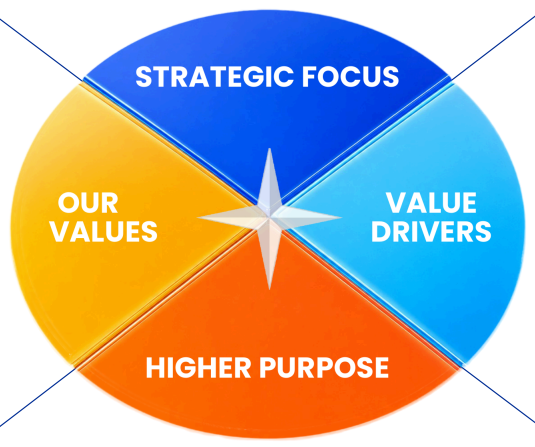
WHERE DO WE NOT PLAY?

HOW DO WE WIN?

TRADE-OFFS TO WIN

OUR CORE VALUES

PRIORITIZING WHAT OUR CUSTOMERS VALUE



OUR MEANINGFUL CONTRIBUTION

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