
THE FINDING YOUR MUSTACHE SERIES
PRESENTS:

DEVELOPING
YOUR CORE
MARKETING
STRATEGY:
YOUR "WHY"



VISION - ASPIRATIONAL, WHAT DO YOU WISH TO BE ONE DAY.

MISSION - HOW YOU'LL ACHIEVE YOUR VISION.

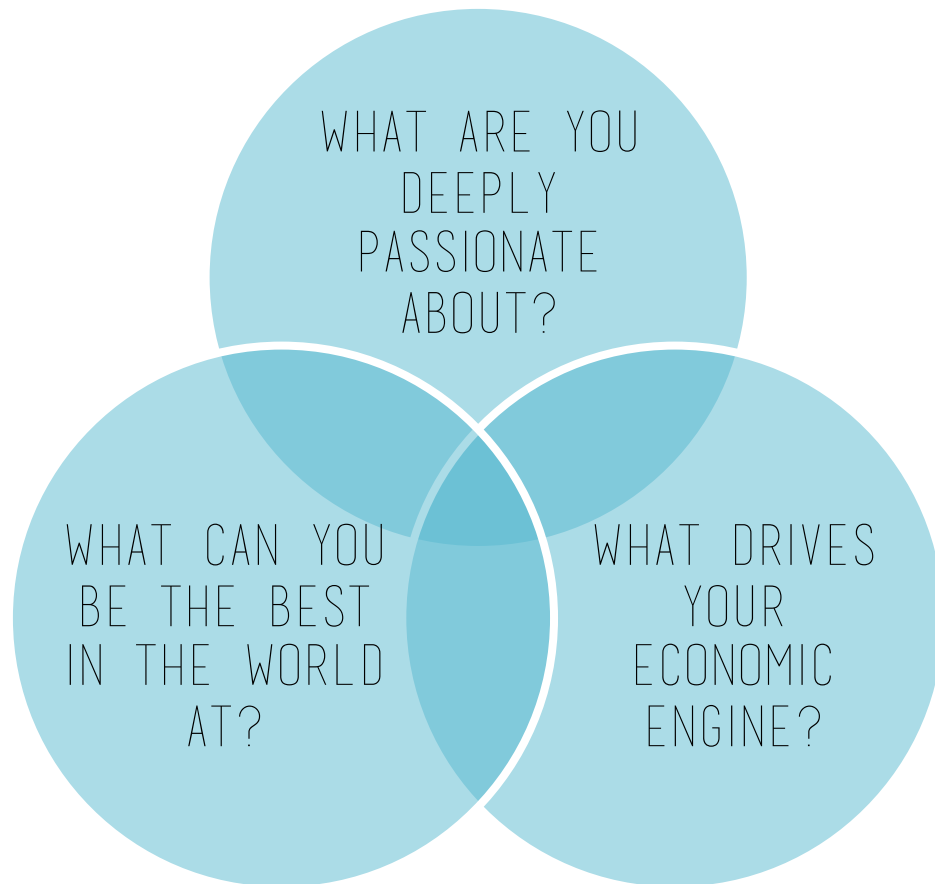
CORE VALUES - THE SET OF BEHAVIORS THAT WILL ALLOW YOU TO SEE OUT YOUR MISSION.

THE SIMPLEST WAY TO SUM UP WHAT WE DO IS:

OUR UNFAIR ADVANTAGE IS:

IN THE FUTURE WE WILL BE KNOWN FOR:

WHAT'S YOUR HEDGEHOG STRATEGY?



WHERE ALL THREE CIRCLES INTERSECT IS WHERE YOUR IDEAL BUSINESS STRATEGY LIES.



WE ARE DEEPLY PASSIONATE ABOUT:

WE CAN BE THE BEST IN THE WORLD AT:

OUR ECONOMIC ENGINE IS DRIVEN BY:

IF YOU WISH TO LEARN MORE ABOUT THE "HEDGEHOG" CONCEPT, READ JIM COLLINS' *GOOD TO GREAT* WHERE HE INTRODUCES IT AS WELL AS MANY OTHER TIMELESS BUSINESS CONCEPTS THAT HAVE INFLUENCED MILLIONS OF PEOPLE WORLDWIDE.



WE MAKE THE WORLD BETTER BY:

GREAT PEOPLE WOULD WANT TO WORK HERE BECAUSE:

WE CARE ABOUT OUR CUSTOMERS BECAUSE: