

This or that

List out the areas where you currently have to compromise on the impact you think your brand could have.

Define the consideration that drives that compromise, and then list out the thing you can't focus on as a result of that compromise.

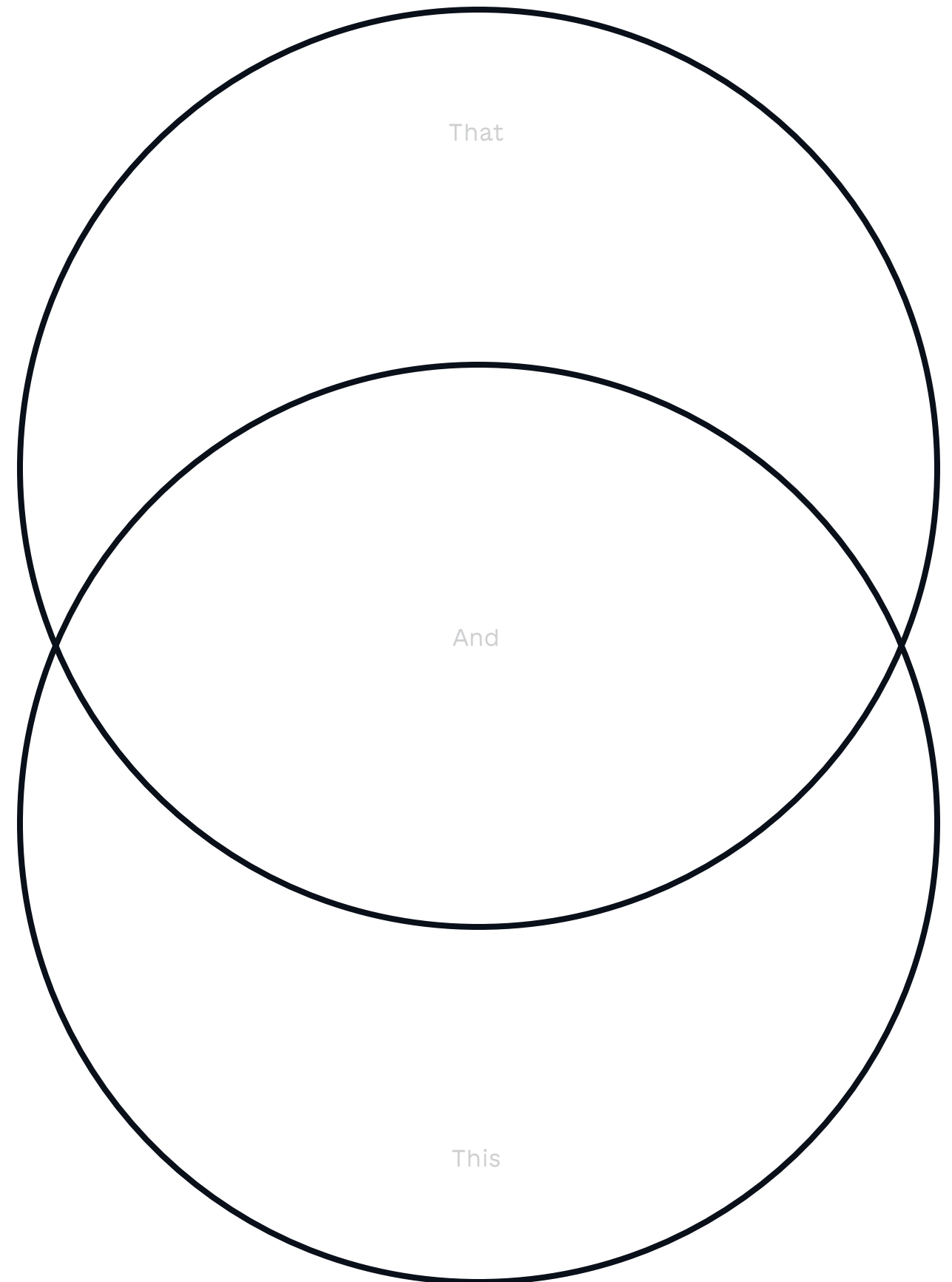
Our decision on: supply chain; marketing; innovation; etc	Is a consideration because	Which means we don't focus on
This	Or	That
This	Or	That
This	Or	That
This	Or	That

That and this

Now we're going to take the *that's* and work out where they converge and explore if they support each other.

This is really hard. It takes a lot of repetition to find places where convergence helps, but it does happen.

It helps to be flexible in how you define what the brand is trying to achieve and stay open to serendipitous opportunities that might present themselves as you think this through.



And this and this

Now we're going to list out the key milestones & changes you will commit too, to ensure you (and your team) are aligned on the broader impact it will have.

It helps to give each 'this' key dates you can measure to help you re-tune your approach as needed.

Define which <i>and</i> you will focus on	Which unlocks this	And unlocks this
And	This	This
And	This	This
And	This	This
And	This	This