

Words You Own (Mindshare):

Brand Promises:

WHO	WHAT	BRAND PROMISES	KPI's

Brand Promise Guarantee (Catalytic Mechanism):

One-PHRASE Strategy (To Pay for Brand Promises):

Activities (3-5 How's):

X-Factor (10x - 100x Underlying Advantage):

BHAG* (10 - 25 Year Goal):

Profit/X (Economic Engine):