*What is that idea rolling around in your head? The one you’re not sure what to do with? Putting words on paper helps clear the noise and clarify what’s next.*

What is the Purpose?

Click or tap here to enter text.

Why Should You Consider It?

Click or tap here to enter text.

Who is It For / Not For?

Click or tap here to enter text.

What Measurable Differences Will This Make for Your Clients and Your Company?

Click or tap here to enter text.

What is the Desired Outcome?

Click or tap here to enter text.

What are the Potential Obstacles and Risks?

Click or tap here to enter text.

What Happens If You Don’t Do This?

Click or tap here to enter text.

Who Do You Need to Help You Execute?

Click or tap here to enter text.

What Specific Results Will Determine Success?

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.