

The Epic Win Creator™



Worksheet Purpose:

To create a significant 10 year goal for the business that creates clarity on company direction and gets everyone aligned and excited.

Step 1 What are the Inherent Strengths or Core Competencies in the business? What are you best in the world at?

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Step 2 What drives your economic engine? What drives your revenue and profit?

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Step 3 What does your team get energized about? What drives the passion to do the work you do? What is your Core Purpose?

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Step 4 Combine the top statements from each category above and create a short phrase Epic Win.

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Hint: Epic Win's can be stated different ways. Common are Inspirational, Competitive, Humanitarian and Purpose driven.

Step 5 Make sure your Epic Win is measurable. How will you keep score along the way? What are the measures, KPI's?

- 1 _____
- 2 _____
- 3 _____