

# 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 \_\_\_\_\_