



ELEVATOR PITCH TEMPLATE



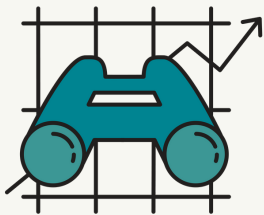
1.) INTRODUCTION

Name, Role, Company and Opportunity Headline



2.) CHALLENGE - CURRENT STATE

What is the challenge for the market or company today?



3.) BENEFIT - FUTURE STATE

What impact will you or your solution have?
(Be Bold!)



4.) CLOSE

Ask for a follow up meeting and/or propose next steps

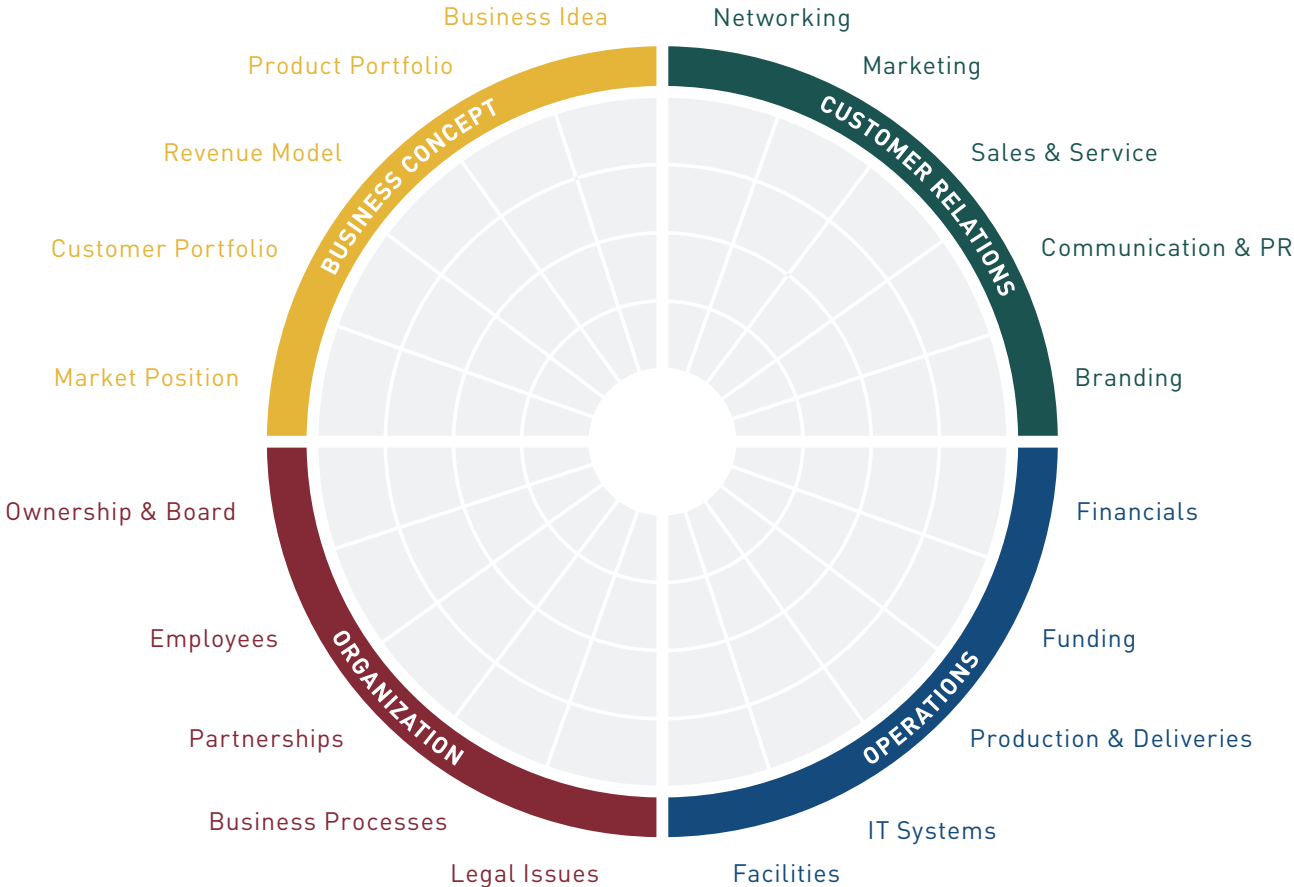
GrowthWheel® 360° Screening

Get Focus

Date:

Name:

Company/Project:



GrowthWheel® 360° Screening

Three ways to get focus

The GrowthWheel 360° Screening gives you a 360° view on your business. This will help you make sure that you don't leave out anything when deciding what to focus on next.

There are three different types of screenings. Choose a type on the right and go through the simple process to get the right focus.



#1: Assess your Status

How is your business going?

Go through the 20 Focus Areas and assess how well you think your business is doing at the moment.

Score your business status within each Focus Area with 25%, 50%, 75%, or 100%.

Finish your screening by adding a circle around 1 to 3 Focus Areas you want to work on now.



#2: Assess your Opportunities

Where do you see possibilities?

Go through the 20 Focus Areas in the wheel and assess the opportunities you see for your business right now.

Score your opportunities within each Focus Area with 25%, 50%, 75%, or 100%.

Finish your screening by adding a circle around 1 to 3 Focus Areas you want to work on now.



#3: Assess your Skills

What do you need to learn?

Go through the 20 Focus Areas in the wheel and assess the competencies of yourself, your team, or your business.

Score your skills within each Focus Area with 25%, 50%, 75%, or 100%.

Finish your screening by adding a circle around 1 to 3 Focus Areas you want to work on now.



360° Action

Date:

Name:

Company/Project:

Job Interview Worksheet

You've reviewed job applications and chosen your qualified candidates. Now, it's time for the interviews. Be prepared, and plan your questions in advance. Use this worksheet to develop a list of questions to ask each candidate for the job. Remember, it's always best to ask the same questions of all candidates so you can make a fair comparison.

Job Experience

- 1.
- 2.
- 3.

Job Skills

- 1.
- 2.
- 3.

Education

- 1.
- 2.
- 3.

Training/Certifications

- 1.
- 2.
- 3.

Time-management Skills

- 1.
- 2.
- 3.

Managerial Skills

- 1.
- 2.
- 3.

People Skills

- 1.
- 2.
- 3.

continues on next page

Job Interview Worksheet

page 2

Problem-Solving Skills

- 1.
- 2.
- 3.

Job Accomplishments

- 1.
- 2.
- 3.

Strengths/Weaknesses

- 1.
- 2.
- 3.

Interest In Your Company

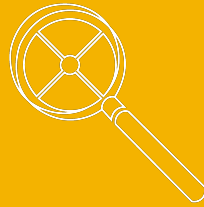
- 1.
- 2.
- 3.

Attitude

- 1.
- 2.
- 3.

Other

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Levels of Mission

The reason for being and the foundation
for the business idea



About this Framework:

The Framework “Levels of Mission” shows how a business mission or reason for being can be based on three different levels: a personal mission, a company mission, and a social mission.

A clear company mission can be a continuous source of inspiration. It can inspire to create new processes, products, and services that serve a higher goal.

A key point of this Framework is that a business might have several missions at the same time. In other cases, it is not always clear what the company mission actually is and the mission might not be known from the start.

Topics for Discussion:

- Do you have a mission on the personal level, that is, about the everyday work life, the dedication, and surroundings that you would like to have in the company?
- Do you have a mission on company level, e.i. about which customers you would like, which products you would like to sell, and the type of company you would like to have for your employees?
- Do you have a mission on the world level, that is, a mission that focuses on creating value globally, for society, or maybe for a certain population, community, or group that the company's products are aimed at?
- Is the business living out the mission(s)?

Decisions for the Agenda:

1. Social mission

Decision on how the company will take social responsibility as a business.

2. Public mission statement

Decision on the wording of a public mission statement or manifesto.

3. Revisit personal purpose

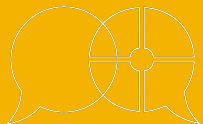
Decision on how to develop the business to match personal ambitions.

Related Decision Sheets:

- Mission - Y1.01
- Vision - Y1.02

Related Articles:

“The Meaning of Life in the Business”



Y1.01

BUSINESS CONCEPT
/Business Idea

DECISION SHEET

v2.2.3

Job to be done

The company's mission has to do with the motivation and drive that built the business idea and the foundation of the company.

A clear written mission can create an ongoing sense of meaningfulness for both the company and its target group.

How to do it

Start by giving a short answer to each of the 5 questions about your company.

Continue by using the answers as an inspiration to come up with a sentence that can be used as a first draft of your written mission.

Finish by trying to reduce the written mission to a mantra of 2-5 words.

Next step

- Use draft and mantra to make a more freely written mission.
- Send your written mission to people who can give feedback.
- Make action plan for how your company's mission can be experienced by customers.

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Developed by:



Mission

Formulate the company's purpose and mission



CATEGORY	KEY QUESTION	ANSWER
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1
CUSTOMER/ TARGET GROUP	WHO is the company solving the problem for?	2
PROCESS/ TECHNOLOGY	HOW is the problem solved?	3
VALUE CREATION	WHICH value is created for the target group?	4
PURPOSE	WHY does it matter?	5



THE DRAFT MISSION IN ONE SENTENCE

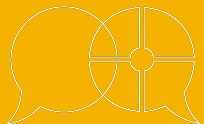
	The company's mission is to deliver/make/develop...
1	
	to the customer group...
2	
	in the way that we...
3	
	and thereby help our customers to...
4	
	We are passionate about this task because...
5	

The mission told
as a mantra:

Date:

Name:

Company:



Y1.02

BUSINESS CONCEPT

/Business Idea

DECISION SHEET

v2.2.1

Job to be done

Some companies have a vision for a future world that offers new opportunities or solves old problems.

By putting this vision into words, we can give ourselves and the company a more clear image of what business idea the company was founded on.

How to do it

Start in the bottom of the worksheet by describing the world the company is facing today. Write down key words that describe this current reality.

Continue by describing the new reality or world that the company would like to be a part of in the future.

Finish by describing some of the key elements that could be involved when creating the changes you need.

Next Step

- Tell your employees about the company vision.
- Use the vision to communicate the essence of the company to the outside world.
- Make action plans for how to present the vision in the daily operations.

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Developed by:



Vision

Create a vision for new opportunities or solved problems



DESCRIPTION OF THE WORLD IN THE FUTURE

ELEMENTS INVOLVED IN CREATING THE CHANGE

DESCRIPTION OF THE WORLD TODAY

Date:

Name:

Company: