

Viability to Sustainability Roadmap

VIABILITY
Business Strategy
Unique Selling Proposition
Voice of Customer
Break Even Analysis
Business Metrics
Personal Productivity
Mental Game
Values and Beliefs

MARKETABILITY
Winning Aspiration
Competitive Assessment
Market & Promote Brand
Product/Service Positioning
Sales Process
Customer Experience
Financial Management Basics
Profit Growth Strategies
Set Bar: Operational Excellence
Order Fulfillment Efficiency
Business Communications
Responsiveness Improvement
Organizational Leadership
Market Leadership
Cultural Style
Risk Taking to Blue Ocean

PROFITABILITY
Business Operational Plan
Strategic Initiatives Assessment
Lead Generation Momentum
Revenue Streams & Portfolio
Lead Management
Quoting Value Based Pricing
Budgeting & Forecasting
Generating Positive Cash Flow
Quality Assurance
Work Design
Effective Management
Decision Making
Recruiting, Hiring & Onboarding
Work Assignment
Innovation
Managing Change

SUSTAINABILITY
Strategic Deployment
Automatic Customer
High Performance Selling
Financial Controls
Capacity Constraints / Scaling
Building a Valuable Business
Autonomy & Empowerment
Prospering over 5 Biz Stages

8 Disciplines of Business Mastery

Strategy, Planning & Goal Setting
Marketing & Business Development
Sales & Customer Service
Profit & Cash Flow
Operational Efficiency & Productivity
Process Improvement & Business Management
Leadership & Team Building
Culture & Change Management