



Please cut these Symbols out and use on the Board

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ALIGN your ACTION and OUTCOMES with the very soul of the Business

WHAT IS THE BUSINESS HERE TO DO ?

Step 1. Start with the HEART - Engage your People

Step 3. Where the Rubber Hits the Road! Action to Outcomes



Your Human Network

The Faces You Serve



TEAM



CUSTOMER



TEAM

OPPORTUNITY



CUSTOMER

CHALLENGE



Your Golden Gates

Money in- Money Out



OPPORTUNITY



MONEY

What Good Looks Like

Your Digital Resources



MEASURE



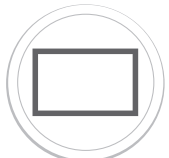
TECHNOLOGY

Your Dragons to Slay

The How-to Guide



CHALLENGE



PROCESS



TECHNOLOGY MEASURE MONEY PROCESS

Step 2. Move to the HEAD - Grasp the Details

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NAME: *Your Business name here*

*Defining Mission;
Guiding Your
Organisational Direction*

What is the Business here to do?

*Key Relationships for
Mutual Benefits*

PARTNERS & SUPPLIERS

*Please make the Board
your own by drawing
over and in the boxes.
Create your own spaces!*



CUSTOMER

*Please cut those
Symbols out and land
them on your Board*

MARKETING

*Crafting Brand Stories;
Engaging Customers Creatively*

OPERATIONS


Where Value is Created!


Your Organisational Backbone


CUSTOMER CARE

*Ensuring Satisfaction;
Building Lasting Relationships*

OPPORTUNITIES:







MANAGEMENT & ADMIN

Engage, Collaborate, & Deliver
Outcomes at BIGPICTURE.tools