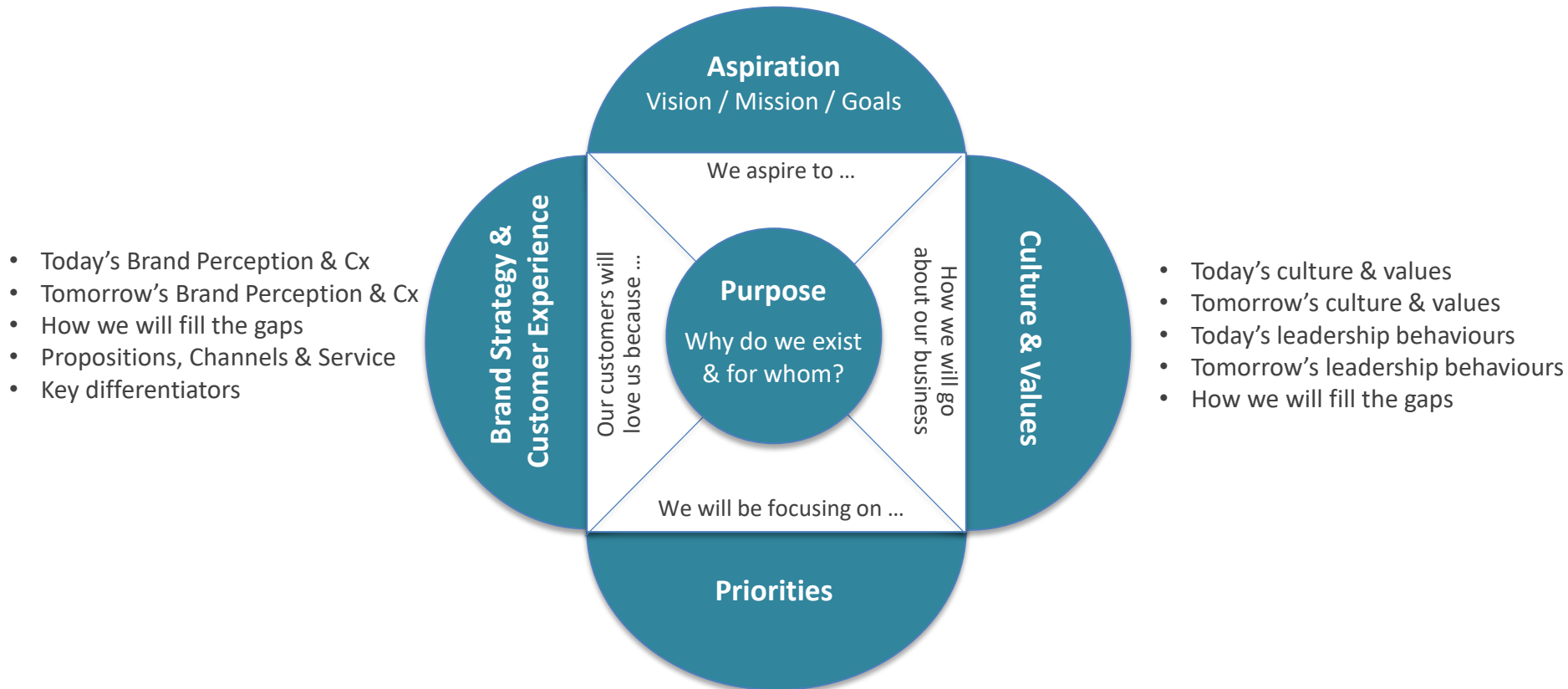


“Clarity is the most important thing. If you are not clear, nothing is going to happen.” Diane von Fürstenberg

- Type of company we want to be
- Size of company we want to be
- Benefit to customers, industry, society



NB: Purpose must be based on:

- What makes us special?
- Our core ethos / philosophy
- Customer needs, wants & aspirations

- Do the basics well
- Quick wins
- Key actions for the long term
- Success metrics

Key questions at every stage:

- Key Success Factors, Risks & Opportunities
- Organisational implications
- Financial Constraints & Implications