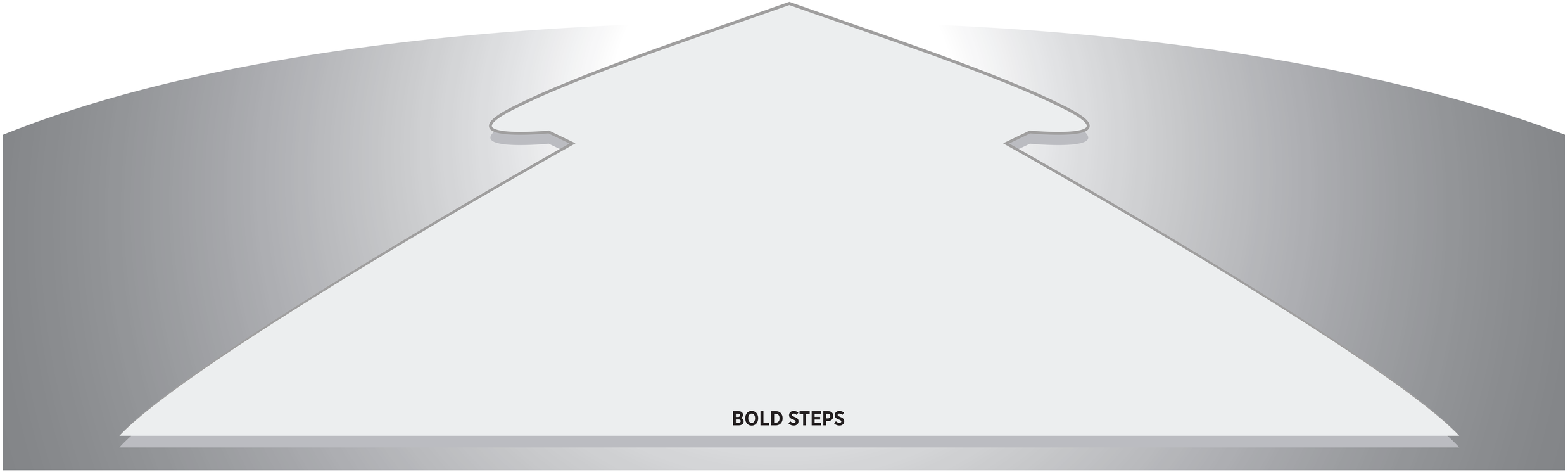
FRAME05

BOLD STEPS

What must your organization do to grow and thrive?

FOR	WHO	THE	IS A	THAT			UNLIKE	WE		
Your key stakeholders. *Who are they?* *- Customers* *- Buyers* *- End Users* *- Clients* *- Suppliers* *- Partners*	*Have the following needs, motivations, opportunities and jobs to be done.* *Specifically, what can you address?* *- Financial* *- Process* *- Emotional*	*Name of your bold steps initiative.* *Give it a snappy and evocative name.*	*Describe the nature of your Bold Steps.* *- Strategic Plan* *- Operational effectiveness initiative* *- Cultural Change* *- etc*	*Provide the following benefits:.* *- Benefit 1.*	*Provide the following benefits:* *- Benefit 2.*	*Provide the following benefits:* *- Benefit 3.*	*Other growth initiatives.* *Such as* *- Training* *- Alignment* *- Lean* *- Digital Prototyping* *- BIM*	*Will do the following things to differentiate ourselves.* *- Differentiation 1*	*Will do the following things to differentiate ourselves.* *- Differentiation 2*	*Will do the following things to differentiate ourselves.* *- Differentiation 3*