

01 STRATEGY

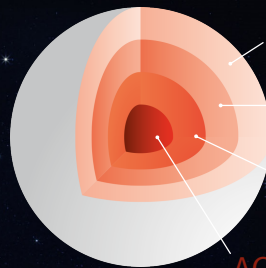
GOAL



The most important goal of our strategy.

What keeps you awake at night when you think of that goal?

02 ACTION LEVELS



AWARENESS Does the target group know about this?

UNDERSTANDING Does the target group understand it?

PREFERENCE Does the target group want to change it?

ACTION Is the target group ready to act?

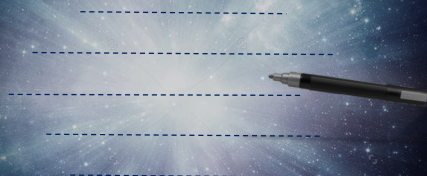
03 TARGET IMAGE

Imagine all strategic goals are 100% achieved.

How would the target group recognize that the strategy has been successfully implemented?



TATIN TAKE-OFF WORKSHOP



04 MOMENTS THAT MATTER

A working day in the life of Eva & Tom.

Emotional benefit: What motivates them?

05 SUCCESS LEVER

What are the most important success levers? Where should we start?

Rational needs: Which „Yes, but ...“ is there related to the goal?

Typical Mindset & Rituals

