

OWN THE U.G.L.Y. QUESTIONS

U- WHAT ARE WE UNDERESTIMATING?

Competitive pressures?

New technology?

The opportunity that we "don't have time for"?

G- WHAT'S GOTTA GO?

What are we doing now that doesn't make sense anymore?

What processes are more habit than value?

What meetings are wasting our time?

What's gotta go for us to be remarkable?

L- WHERE ARE WE LOSING?

Where are we still under-performing despite our best efforts? Why?

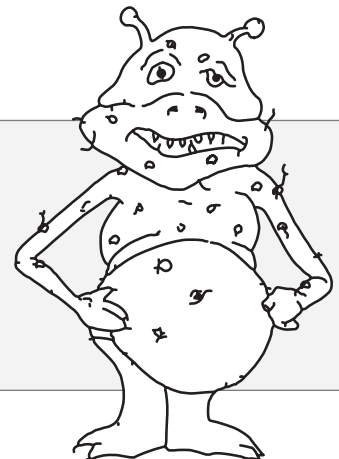
Who's doing it better? How?

Y- WHERE ARE WE MISSING THE YES?

What must we say "Yes" to in the next 6-12 months?

What new opportunities are yearning for our attention?

Where must we invest more deeply?



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