

How I Feel Now	How I counter this message	How I will communicate this	What is my next step



### What Makes Me ME?

Values (WHAT we stand for)	Behaviours (HOW we demonstrate that)
1	
2	
3	
4	
5	



### Who We Serve - Avatars

Who We Serve and Why	What are their fears and aspirations
1	
2	
3	
4	
5	



# **Delivery Models**

How I do things Now	Transitional State	How I will do them in 6 months



# Insights, Actions and Delegations

Insights	Actions	Whom and By When
1		
2		
3		

