True North

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td></td>
</tr>
<tr>
<td>External</td>
<td></td>
</tr>
</tbody>
</table>

Customer Personas

Name: ____________________________________  Name: ____________________________________
Description: ______________________________  Description: ______________________________
__________________________________________  ____________________________________________
__________________________________________  ____________________________________________
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<tr>
<th>Strengths</th>
<th>Power Strengths</th>
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<tbody>
<tr>
<td>1.</td>
<td>________________________</td>
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<tr>
<td>2.</td>
<td>________________________</td>
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<th>Moderate Weaknesses</th>
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<td>2.</td>
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<th>Capture</th>
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<td>2.</td>
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Better than anyone else

Who we are not
True North

Who we “are”

Who we are “not”

Elevator pitch ____________________________

_________________________________________________________________________________

_________________________________________________________________________________