

# True North

**Strengths**

**Weaknesses**

**Internal**

**External**


## **Customer Personas**

**Name:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Description:** \_\_\_\_\_

**Description:** \_\_\_\_\_

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**Strengths**

**Power Strengths**

1. \_\_\_\_\_ - - - - - \_\_\_\_\_

2. \_\_\_\_\_ - - - - - \_\_\_\_\_

**Weaknesses**

**Moderate Weaknesses**

1. \_\_\_\_\_ - - - - - \_\_\_\_\_

2. \_\_\_\_\_ - - - - - \_\_\_\_\_

**Opportunities**

**Capture**

1. \_\_\_\_\_ - - - - - \_\_\_\_\_

2. \_\_\_\_\_ - - - - - \_\_\_\_\_

**Threats**

**Minimize**

1. \_\_\_\_\_ - - - - - \_\_\_\_\_

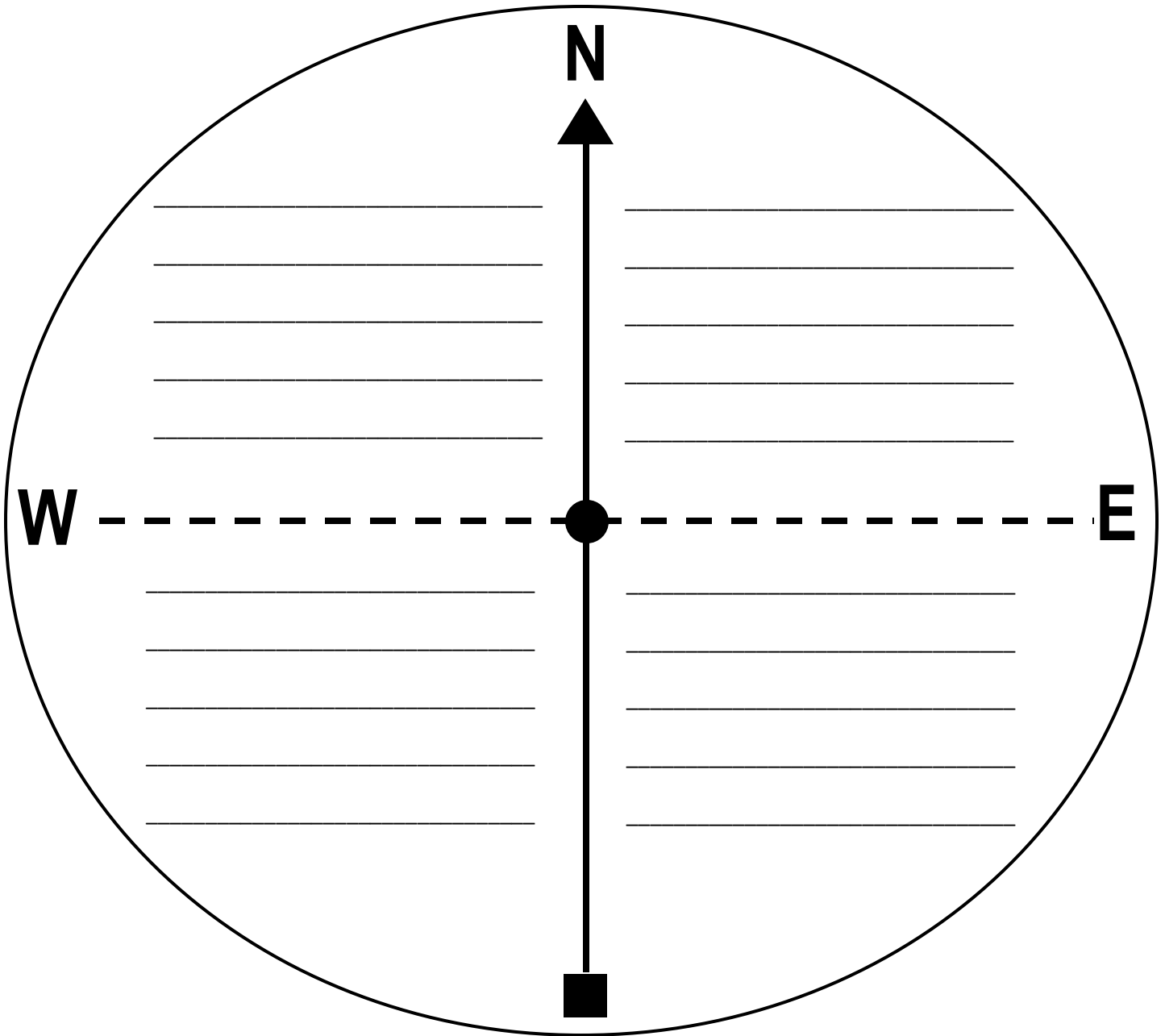
2. \_\_\_\_\_ - - - - - \_\_\_\_\_

**Better than anyone else**

**Who we are not**

# True North

Who we “are”



Who we are “not”

Elevator pitch _____
_____
_____
_____