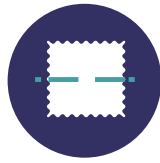




GUIDING  
PRINCIPLES



BUSINESS  
MODEL



BUSINESS  
STRATEGY

LEVEL TWO

# What you do.

## WHAT IS THIS?

We will conduct both a SWOT Analysis (internal strengths & weaknesses, external opportunities & threats) and a Gap Analysis (assessing the gap between where you want your business to be and where it is now). The results will be used to define your Core Competencies (services or offerings), Business Priorities and Value Proposition.

Besides being an essential step in the goal planning process, defining your business model will help you clearly communicate to clients and employees WHAT YOU DO and the value you bring. This process also will inform decisions about streamlining your services or offerings, putting energy into the areas that are most profitable and best suited for business growth.

## WHO SHOULD DO THIS?

This is a great next step for businesses that have completed our Guiding Principles workshop or are looking to better communicate the value of their offerings and position their companies for growth.

## WHAT'S INCLUDED?

- Brainstorming Session
- Refinement Session
- Launch Session
- Research
- SWOT Analysis
- Gap Analysis
- Business Priorities (Areas of Focus) Defined
- Core Competencies (Services/ Offerings) Defined or Refined
- Value Proposition Defined
- Delivery
- "Business Model" Badge
- Annual Membership to the Fabric Community (coming soon)