Focus Areas	Actions
Building Commitment and Share of Mind for our products, events and services.	Stories 1. Who and What should feature in our stories? 2. Language?
	3. Messages?4. Which industry stories should we know about?
Building and serving our markets effectively	Doing more for our customers 5. What is greatest pain point that we could help you with? ⇒ Folks generally call on us for helping them to get strategy right ⇒ Help with performance management and measurement (Monitoring, evaluation, reviews and organizational assessments) ⇒ Market and marketing research ⇒ Corporate strategy, business plans ⇒ Training
	 6. Where does the trouble come in for you? 7. What would you like to see changed? 8. What must we do in order to be the ones to deliver the most value to you? Tell us how. 9. Who do you know that might knock us out of the market if we fail to get our act together?
Growing our revenue and securing funding	 Do you know a company, individual or group with whom we should partner in order to win more projects? Who is funding capacity building for Not-for-profits, government departments or international development project through which we could help you to access and grow your business? Who is offering funding, hosting competitions or challenges that we should know about in order to boost our funds flow? Do you know of a call for proposal that we should consider responding to?
Strengthening our Team and Structure	14. Who do you know that we should invite to join our team?15. Who would love to see join our team?16. What could they bring to our organization?
Performance Measurement and Management	Now that you have given us some guidance for making 2018 our best year ever, tell us what to watch to stay on track. 15. What indicators should we measure to know if we are doing what we said we would? 16. Who should we speak with in order to know if your pain points have been dealt with? 17. How often should we check in with you? 18. Who else should we speak with in order to know how good we are doing? 19. How will you know if your advice worked for us?
Financial Reporting and Viability	20. What percentage increase in revenue do you believe is the minimum that we should achieve if we follow your advice? 21. What would you like to see on our Audited Reports to be satisfied that we did well?
Success and Growth	On a scale of 1 to 5— where 1 is "Highly likely to fail" and 5 is "Highly likely to realize significant growth"
	21. How would you rate our chance of success?
	Explain your answer.