Get to Yes Faster & Achieve Budget Sign-Off

Show the right ROI to the right people to unlock faster business approval.

TEN X STRATEGY
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Board Sign Off

Strategic Outcomes

Bigger causes beyond everyday business, typically board level - i.e. sustainability

C-Level Sign Off

Business Outcomes

All priority customer behaviors should be tied to business outcomes, these always lead back to profit + meet **Strategic Outcomes** (bonus)

Operational Sign Off

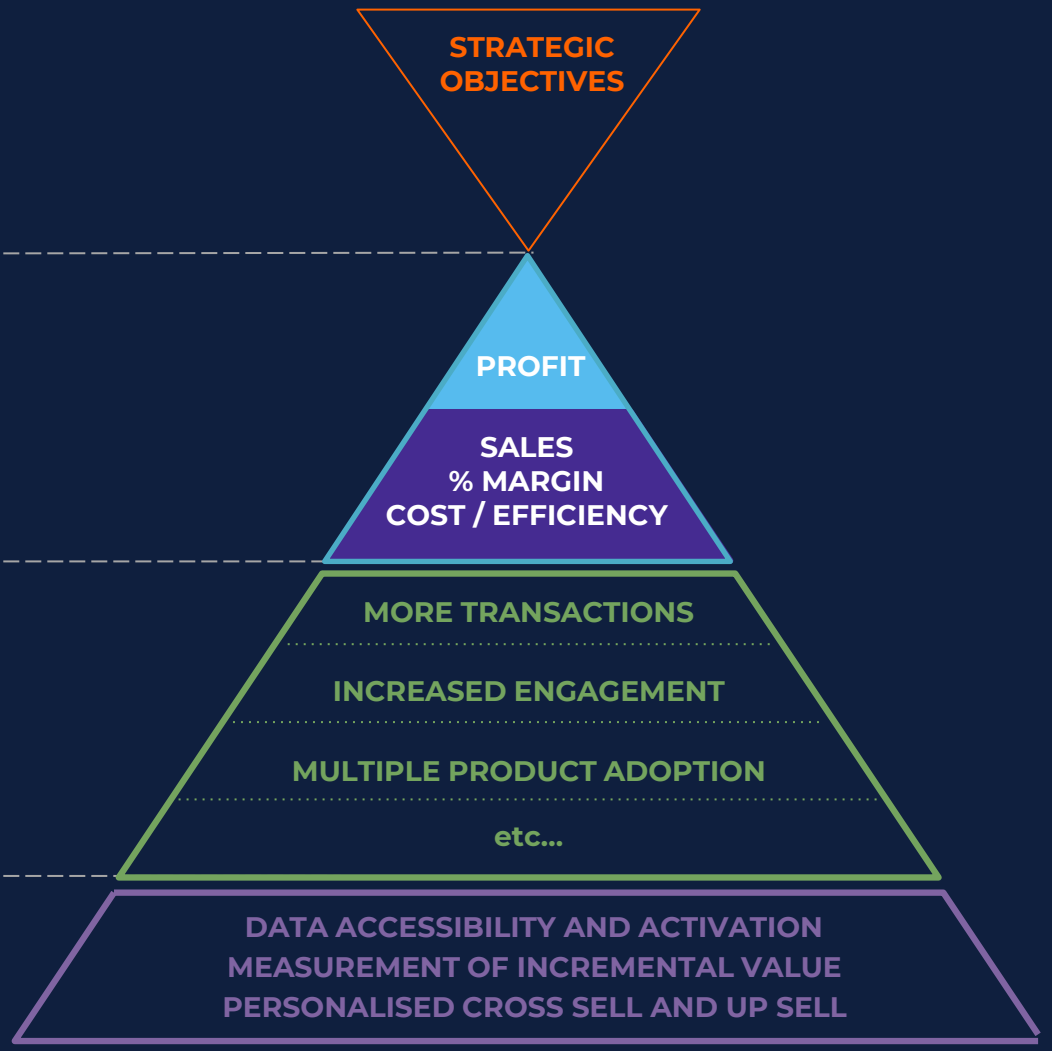
Customer Outcomes

What customer behaviour leads to **Business Outcomes** being met

Foundation

Capabilities

What foundational capabilities do you need to drive the required **Customer Behaviour / Outcomes**



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