



# WHERE DO WE WANT TO BE IN 12 MONTHS? WHAT COULD BE IN 36?

WHERE DO WE WANT TO BE IN 12 MOS — Sales, Users, Impact, Mindshare, Describe this ...

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**36 Months?** — what could be ... how many users, clients, sales? Where are we going?

**WIGs** — what could be the one to three **WILDLY IMPORTANT GOALS** that we need to set? Guarantees?

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## WISE NAPKIN

FOR ENTREPRENEURS, LEADERS,  
AND DIFFERENCE-MAKERS