

NEW ZEALAND
BUSINESS
GROWTH
SPECIALISTS



P16 Compass

A Point16 model

● The P16 Strategic Compass

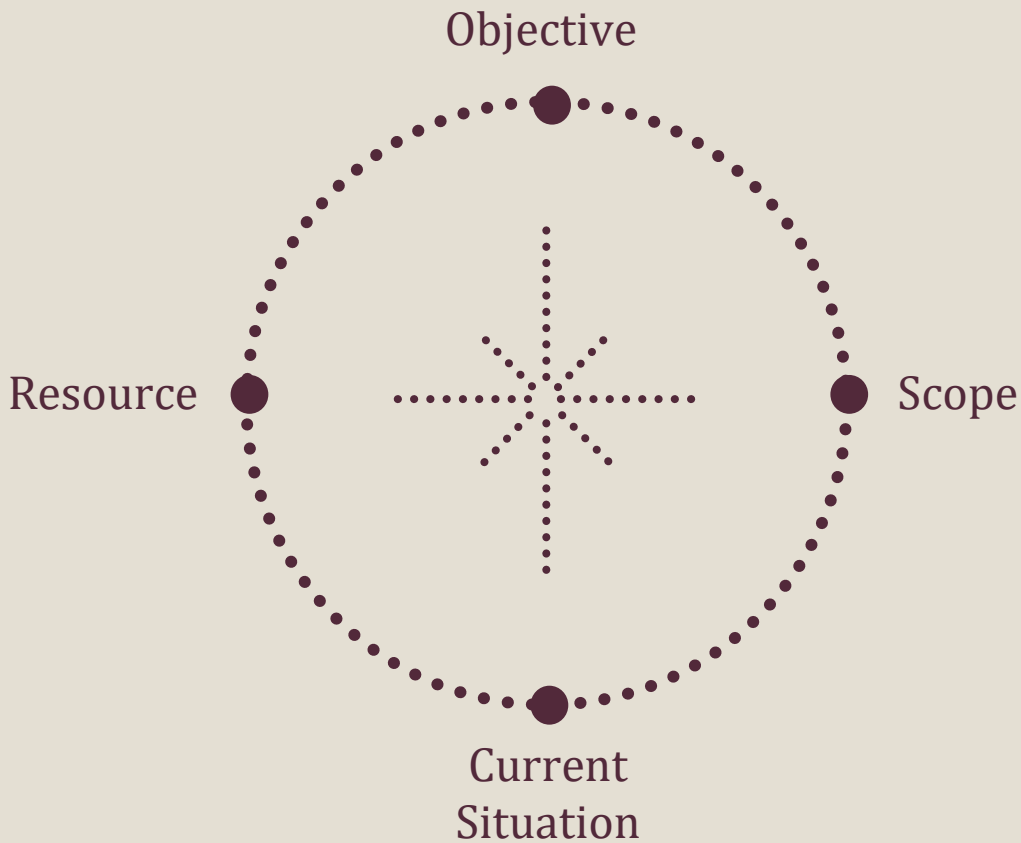
Below and on subsequent pages is our “Compass”, a pre-work tool aimed to assist with the quick enablement of identifying and bringing a strategy to life.

Broken into four areas, it aims to provide discipline with the thoughts on what, how and where you want your business or team to head and achieve.

If you have any questions, please do not have any hesitation to get in contact.

Cheers,

*Mike
Zinke*



● 1. Objective

Insert your goals and objectives to achieve. Primary, secondary and even personal hot spots. Take a moment to prioritise and list accordingly. Bold anything you deem as a non-negotiable.

Feel free to insert different timings at the end of the goal (short); (med); (long); (1 year); (2nd year) etc.

Overwrite the italic comments with your notes.

FINANCIAL *Insert any and all financial goals you have - can be cash, profit, salary, revenue, exit, share value / worth etc.*

**SOCIAL /
PERSONAL** *This is any personal goal(s) you want to achieve with this strategy, business or timeframe.
Could be people orientated, family, to impact the community / customer etc. All these goals go here.*



PRODUCT /
INDUSTRY /
FUNCTIONAL

*Any goals on the product or industry or specific function go here.
Anything with regard to competitor, complimenting markets or even
aspiration companies (we want our design team compared to Apple
etc.)*

TIMING /
PRIORITY

Any specific timing goals here

OTHER IDEAS

*Feel free to list any other ideas, goals or things you want to achieve
here*

2. Resources

These are your leverage-able assets to assist you to achieve your objectives
Insert tools, resources or information currently on hand to help you or your business achieve this strategy / plan.
Budgets, intellectual property, relationships, client base, people, excess capacity, systems, competitive advantage etc.

PEOPLE (HOURS,
STAFF, SKILLS ETC)

List the people, company IP and specific unique skills and resources the company has access to now.

BUDGET –
CASHFLOW

“Cheap as possible” is an answer, but ideally ballpark number(s) will help here. Do you have discretionary budget for growth? Or expansion plans via borrowed funds or in return for sellable equity?

ASSETS or other KEY
ATTRIBUTES

What other resources can be relied on or used specific to the company or product? Contacts, trademarks, patents, customers etc.

● 3. Scope

What is clearly in and out of scope for your business strategy?

Planning time, geographical focus, products, services, industries, growth caps etc. If unsure, leave blank.

GEOGRAPHY

Insert geographical goals or geographical scope.

PRODUCT /
INDUSTRY

As above - insert product, service or industry scope. If it is just the one product or if have ideas to expand on too.

PLANNING v
EXECUTION (timing)

This is similar to objectives with timing, but more focused on the scope to plan certain phases (if required).

● 4. Current Situation

What is the current position of the business?

Insert and all relevant information, based on the scope above, that the company is currently in. What is trending up? What needs attention? How is the company performing compared to the market or other relevant industries?

THE COMPANY

Insert any major review work to date, key milestones achieved, current growth trajectory, areas of strength and weaknesses (a SWOT overview is good too).

Key area to reflect honestly are: product/service, operational capability and capacity; sales, brand recognition and marketing; financial performance.

If you have financial documents for relevance, please attach separately.

COMPETITOR(S)

If any

Who, What, Where

Who are your main competitors, or potential competitors, and what are their competitive advantages



MARKET /
CUSTOMERS

List your markets and current customers (80:20)

OTHER
(shareholders,
mentors, etc)

*Use this for any other relevant information to mark your current situation that needs to be considered for your strategy.
Offers or proposals in consideration, projects that need completion prior to objective growth, regulatory or legal considerations etc.*