

# THE INGREDIENTS TO EVOLUTION

## SECRET SAUCE

### (1) Mission Statement

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### (2) Core Values

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### (3) Unique Offering (Quality/Convenience/Price)

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## IDEAL CLIENT

### Qualities

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Common Issues

1. \_\_\_\_\_
2. \_\_\_\_\_

## ORGANIZATIONAL EFFICIENCY

### SECRET SAUCE tasks

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_