

Impact Multiplier

Impact Statement:

We exist to _____ **to/for** _____ **so that** _____
(product or service you provide) (direct customer)

Impact Clarifier:

Core Functions We achieve this through:	Success Metrics We know we are on target by:	Customer Rating Our customers would say we are performing at: <i>1. Needs attention 2. Consistent performance 3. Exceptional year</i>

(Our: customer, senior leadership team, team members, supporting business unit)

Our _____ **want more** _____ **less** _____
and the same _____

Our _____ **want more** _____ **less** _____
and the same _____

Our _____ **want more** _____ **less** _____
and the same _____

Impact Plan: **Achieving Greater Impact**

Goal/Objective What are we working towards? <i>1. Top line 2. Bottom line 3. Efficiency</i>	Impact What is the biggest difference this will make?	Priority 100 point distribution: