

**BUSINESS
COMPASS**

**EMPLOYEES
CULTURE**

WHO

**CUSTOMERS
COMMUNICATIONS**

IN

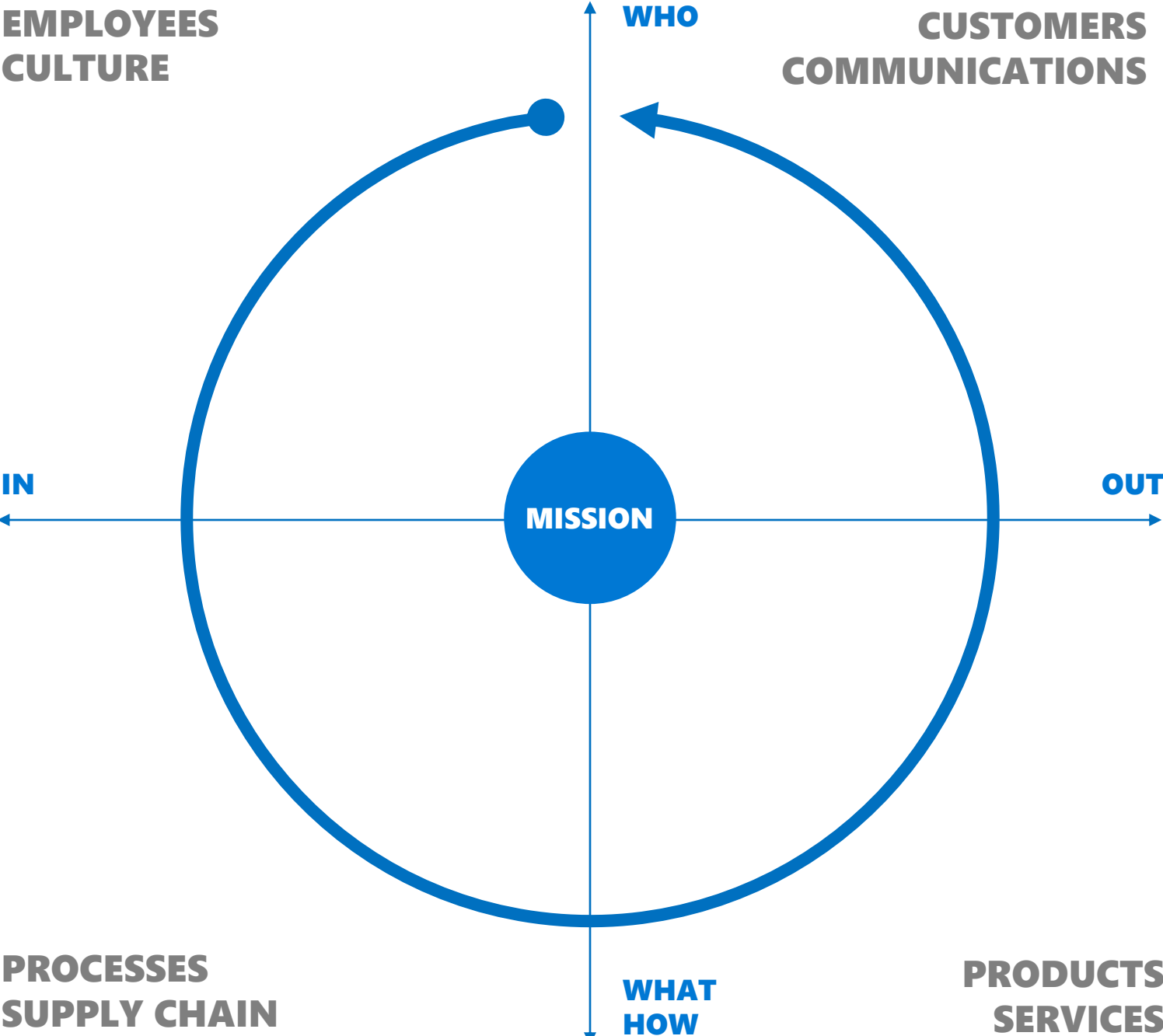
MISSION

OUT

**PROCESSES
SUPPLY CHAIN**

**WHAT
HOW**

**PRODUCTS
SERVICES**



BUSINESS COMPASS

How would you define your business across all four pillars?

What is the **mission** of your company?

EMPLOYEES CULTURE

Who are your employees?
What are your internal culture and values?

WHO

CUSTOMERS COMMUNICATIONS

Who are your customers?
How do you reference and reach them?
What is your communication with them?

IN

WHAT IS YOUR MISSION?

OUT

What are your main internal processes?
What operations are critical for success?
What is your supply chain?

PROCESSES SUPPLY CHAIN

WHAT HOW

What is your product or service?
What is customer value?
Where is your margin?

PRODUCTS SERVICES

**BUSINESS
COMPASS
SECRET
SAUCE**

What makes
your company
unique across
all four pillars?

Psss. Psss...
Don't reveal your
secrets, just name
them and place on
the canvas.

**EMPLOYEES
CULTURE**

*E.g., 10-y friendship, option-model for employees,
remote employees from a closed town, unique
industry expert, etc.*

IN



**WHAT IS
YOUR
SECRET?**

WHO

**CUSTOMERS
COMMUNICATIONS**

*E.g., customer base, relationship model,
customer care service, privacy approach, etc.*

OUT



**WHAT
HOW**

*E.g., a unique combination of materials, exclusive
deal with a supplier, manufacturing know-how, fast
update cycle.*

**PROCESSES
SUPPLY CHAIN**

*E.g., advanced algorithm, exclusive dataset,
niche service, fast delivery.*

**PRODUCTS
SERVICES**