
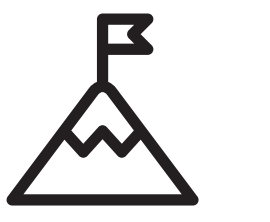
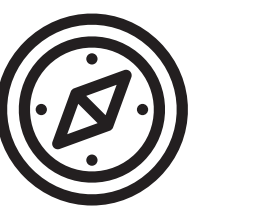
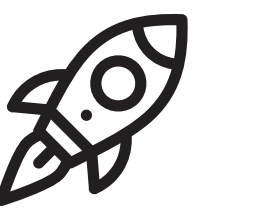
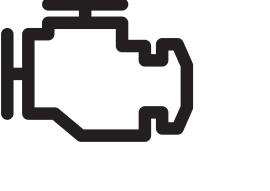
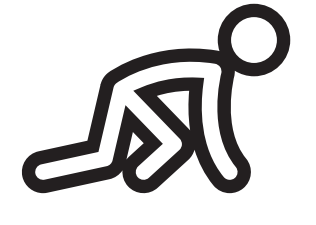
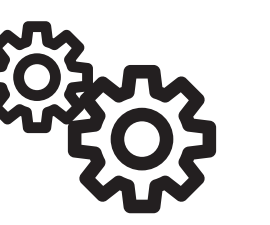



GROWTH STRATEGY CANVAS

Company:

Growth Opportunities 		Growth Ambition 		Growth Strategy 		Growth Execution 																											
What is our vision on our future market and its growth potential?		What is our purpose and inspirational long term goal and how does that translate into mid term objectives?		What are the main strategic focus areas to realize the ambition?		What are the key activities/projects in our strategic roadmap?																											
DISRUPTIVE FORCES	FUTURE CUSTOMER NEEDS	10 YEAR AMBITION - BHAG		GROWTH ENGINES  What are the (new) business models and markets to focus on to realize our growth ambition?																													
		3 - 5 YEAR AMBITION		<table border="1"> <tr> <th>CURRENT</th> <th>NEW</th> </tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table>	CURRENT			NEW																									
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COMPETITIVE LANDSCAPE	MARKET GROWTH POTENTIAL	TRANSFORMATION What are the key business areas that will change with this ambition?		GROWTH ENGINES																													
		<table border="1"> <tr> <th>CURRENT</th> <th>NEW</th> </tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table>		CURRENT	NEW																					GROWTH ENGINES							
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Growth Readiness  Do we have a good starting point for realizing growth?				GROWTH ENABLERS  What are the strategic improvement areas within the organization that will enable our growth ambition?																													
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