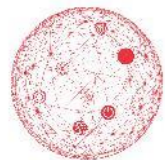
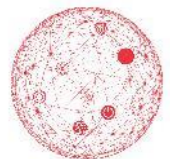




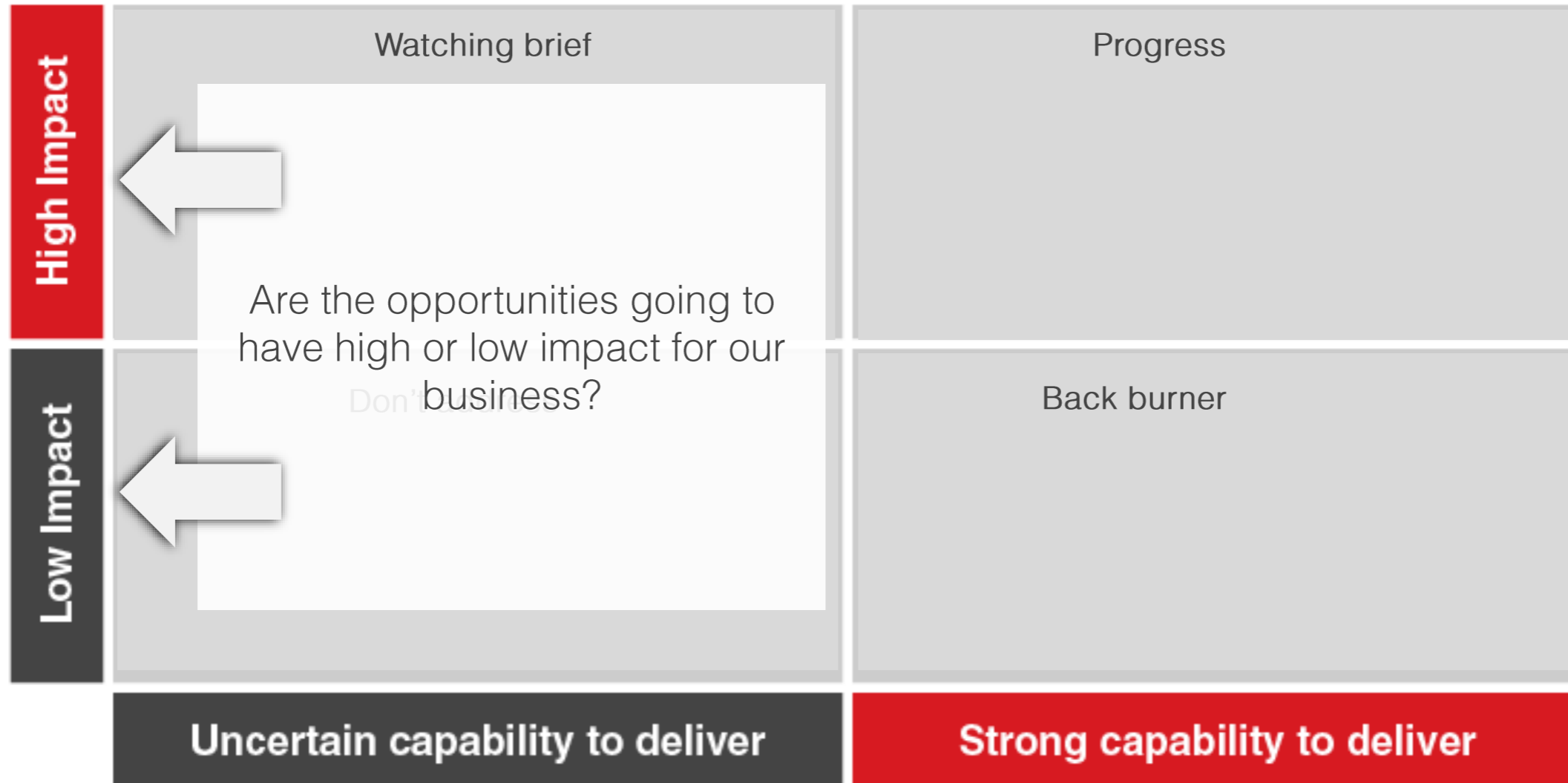
PRIORITISATION TOOL



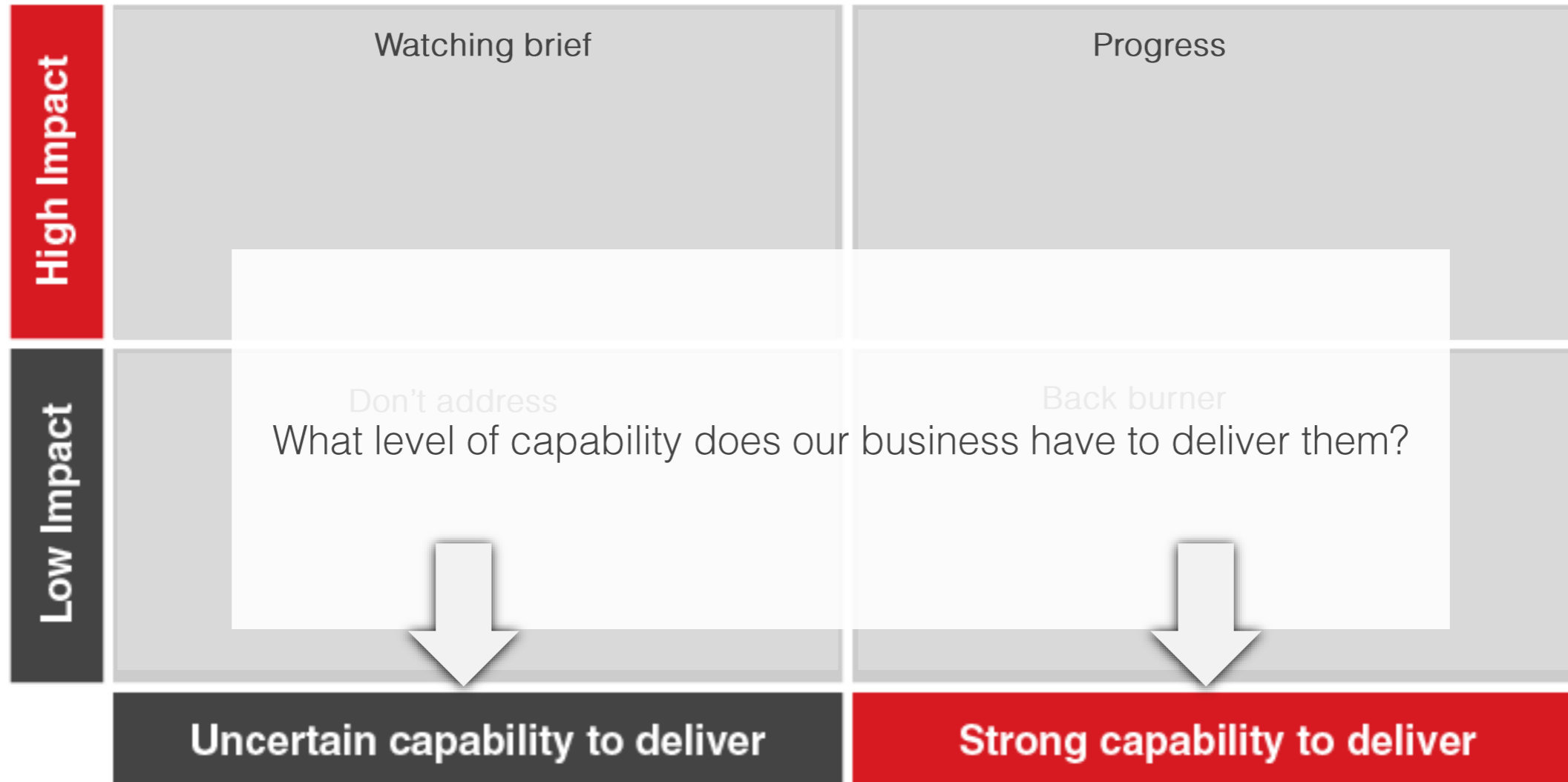
STRATEGIC PLANNING REQUIRES US TO MAKE CHOICES - THE PRIORITISATION TOOL HELPS US TO DO THIS



WE PLOT OPPORTUNITIES BY THE IMPACT THEY WILL HAVE ON OUR BUSINESS.....

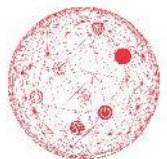


...AND ACCORDING TO WHAT LEVEL OF CAPABILITY WE HAVE TO DELIVER THEM



ONCE PLOTTED, HERE ARE THE RECOMMENDED ACTIONS FOR OPPORTUNITIES BY QUADRANT

High Impact	Watching brief Monitor these regularly and develop once they become more certain	Progress Seek to develop these opportunities as soon as possible
Low Impact	Don't address Don't spend time on these, they distract from the focus!	Back burner Keep on the radar, but only develop if they become more certain and profitable
	Uncertain capability to deliver	Strong capability to deliver



PRIORITISATION TOOL

How will we win? | Opportunities

High Impact	Watching brief	Progress
Low Impact	Don't address	Back burner
Uncertain capability to deliver		Strong capability to deliver

