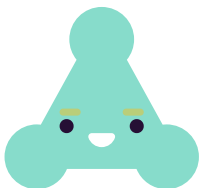


The Roles



Navigator



Team Builder



Operator



Product Lead

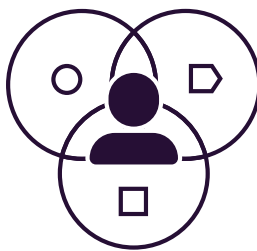


Advocate



Champion

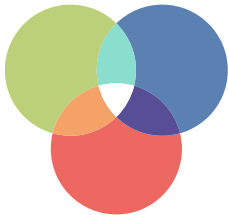
The Enterprise



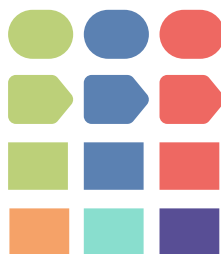
- ☐ Company
- ☐ Startup
- ☐ Public Sector Organization
- ☐ Non-Profit Organization
- ☐ Unusual Enterprise

The Enterprise

The Ambition



The Big Picture



The Plan

Identity



Purpose



Story



Content

Organisation



Organisation



Architecture



Capability



Process



Asset



Product



Product



Experience



Task



Journey



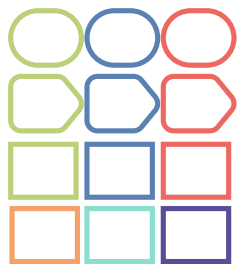
Channel



Brand



Brand



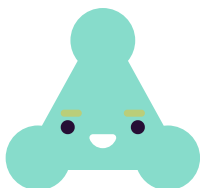
The Twist



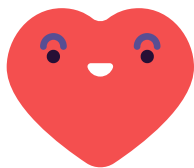
Navigator



Product Lead



Team Builder



Advocate



Operator



Champion
