

# THE 4 O'S

## OBJECTIVES

*1. What do you want to achieve?*

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*2. What is the potential of the idea(s)?*

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*3. Does it fit with your mission/vision?*

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*4. Will it strengthen your business, your people, your customers and your profit?*

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## OPPORTUNITIES

*1. What new opportunities could you create to meet this objective?*

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*2. What opportunities will meet your objective in the short term?*

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*3. What opportunities will meet your objective in the long term?*

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*4. What is the best idea(s) moving forward?*

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## OBSTACLES

1. *What are your current obstacles?*

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2. *Do you have the resources to conquer these obstacles?*

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3. *How will you solve the current obstacles?*

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4. *Given the resources to overcome the obstacle, is it still worth moving forward?*

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## OUTCOMES

1. *What do your numbers look like? What should be your targets?*

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2. *What actions will you take in the next 24hrs, week, month, term or year?*

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3. *Who is responsible for each action?*

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4. *Are the actions unrealistic, realistic, or do you need to aim higher or lower?*

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