

# **MARKETING FRAMEWORKS:**

**VISIONARY STRATEGY FROM BUILT TO LAST**

**WHAT ARE YOU DOING TO INVEST FOR THE FUTURE WHILE DOING WELL TODAY?**

**DOES YOUR COMPANY ADOPT INNOVATIVE NEW METHODS AND TECHNOLOGIES BEFORE THE REST OF THE INDUSTRY?**

**HOW DO YOU RESPOND TO DOWNTURNS?**

**DOES YOUR COMPANY CONTINUE TO BUILD FOR THE LONG-TERM EVEN DURING DIFFICULT TIMES?**

**DO YOUR PEOPLE UNDERSTAND THAT COMFORT IS NOT THE OBJECTIVE-THAT LIFE IN A VISIONARY COMPANY IS NOT SUPPOSED TO BE EASY?**

**DOES YOUR COMPANY REJECT DOING WELL AS AN END GOAL, REPLACING IT WITH THE NEVER-ENDING DISCIPLINE OF WORKING TO DO BETTER TOMORROW THEN IT DID TODAY?**

**WHAT "MECHANISMS OF DISCONTENT" CAN YOU CREATE THAT WOULD OBLITERATE COMPLACENCY AND BRING ABOUT CHANGE AND IMPROVEMENT FROM WITHIN, YET ARE CONSISTENT WITH YOUR CORE IDEOLOGY?**

**HOW CAN YOU GIVE THESE MECHANISMS SHARP TEETH?**