

CAPITAL LINK  
INCORPORATED

The VISION workbook

*Defining your vision around your company s core competencies  
operates as a reality check.*

*The goal of this exercise is to uncover the Economic Building Blocks  
which define the competitive distinction of your vision.*

**What are your companies greatest STRENGTHS?** *(think of this from the perspective of your  
customers, competitors and even your internal team s sense of why they joined your company vs.  
your competitors)*

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**What are the greatest WEAKNESSES holding your company back** from achieving its full  
potential? *(Caveat- don t write money , but indicate what you would use the money for)*

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**Who is your ideal CLIENT (by characteristic?)** *Example: a multi site company spread out  
geographically\_or a small decision making management team with a single operation located within  
driving distance from your office? A market leader? Engineering-driven?*

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**Capital Link passionately helps companies achieve their full potential  
fueled by equity capital which shares their vision**

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**What MARKET do you serve?**

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**How BIG is it today?**

**How FAST is that market growing?**

**What are the DRIVERS of the market's growth rate?**

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**Who is your COMPETITION?** *(Example: who do you bump into when trying to win business from that ideal client?)*

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**How do they WIN BUSINESS against you?** *(Examples: Price? Service? Brand name?)*

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*Before answering the next question, reread your answers to the questions above. Your next answer needs to capture the Economic Building Blocks revealed in the prior answers.*

**WHAT BUSINESS ARE YOU REALLY IN??** *Your statement here is intended to reveal your company's economic distinction. Hence this statement needs to be something which could only be said about YOUR COMPANY.*

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BusinessSenseWorkbookCLFin 4/13/01