

Discovery

Learn Existing Business Strategy (*Launch/Grow/Exit*)

Identify Business Goals & Outcomes

Capture Knowns and Unknowns

Document Discovery Findings

Define Mindshare Advisors Scope of Work

Deliver Proposal

Integrated Business+Mindshare Strategic Plan

Construct GTM Business Strategy as Defined in Discovery

Establish Mindshare Strategic Goals & Objects

Deliver Integrated Business+Mindshare Strategic Plan

Approval Gate

MINDSHARE ADVISORS Campaign

Conceive the Mindshare Messaging/Story

Architect & Deliver the Mindshare Campaign Plan

Approval Gate

Execute Mindshare Campaign

