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| **Area** | **Strengths / Good Points** | **Weaknesses / Bad Points** | **New Strengths** | **Vision** |
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Method: List your business areas in the first column. Brainstorm each area’s strengths and then each area’s weaknesses, listing the points in the second and third columns. Flip the weaknesses and capture these in the fourth column. Combine the strengths and the flipped weaknesses (column four) and define a vision for each area in the final column. Compile your area visions into one ‘utopia’ document and use it to help direct your improvement activities.