

# V<sub>2</sub>R - GROWTH CANVAS

It was created on : \_\_\_\_\_

This is the vision canvas for:

Created & committed to by:

<b>PURPOSE</b> - what's the change you're trying to bring about & why?	<b>3 YEAR POSITION</b> Revenue Profit Other measures What it looks like
<b>WAY</b> - What's the unique way you will bring about that change?	
<b>IMPACT</b> - What's the ultimate effect/impact your business will have?	<b>12 MONTH PLAN</b> Period Revenue Profit Other measures
<b>GO-TO-MARKET STRATEGY:</b> ..... Target market  ..... Your 3 uniques  ..... Your assurance	Priorities 1 2 3 4 5