



Module 3

Focus and Goals

The US market offers a lot of opportunities, but it is also a very large, diverse and complex market. In order to be successful, it is important to have a crystal-clear focus and set ambitious goals. This workbook will help you to do so.

In which market do you want to become number 1? How do you set the boundaries (geography, segment, characteristics, product)





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After the internal and external assessment, you have a clear understanding of your current state.

In Column 1 : List your most important strengths and constraints (current state)

In Column 3 : List your ideal future state

In Column 2 : what will it take to get from current to ideal?

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Module 3

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Prioritize the items in Column 2. First list what is absolutely essential in order to expand successfully to the US market (for example adapting product to US regulations)





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Set specific goals – assign accountabilities and set milestones and timeframes.



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Is the pressure for Cost Reduction high or low for your business? In other words: to what extent do you need to standardize your products or services in order to operate efficiently?



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Considerations

How much risk are you willing to take and why?

How much control do you want to keep and why?

How much flexibility do you want to have and why?