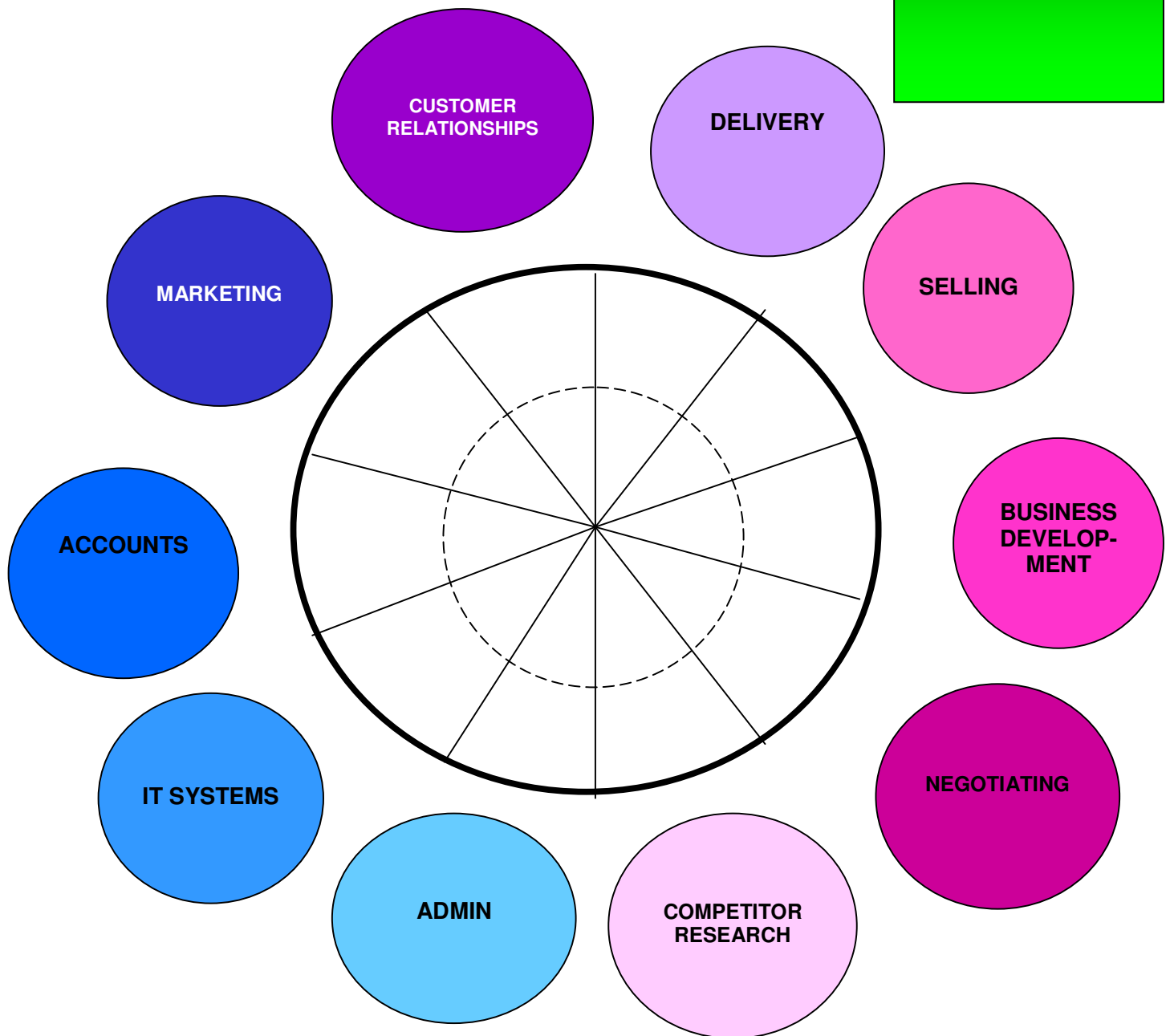


THE WHEEL OF BUSINESS



ACTIVITY :

- For each bubble mark on the line the importance of each area for your business - where "0" is at centre and "10" is maximum
- Then rate your effectiveness at performing each of these areas
- If you notice a mismatch on a blue bubble – consider how you could outsource this activity
- If you notice a mismatch on a pink bubble consider whether working with a strategic partner or being an Associate company would serve your business better
- If you have a mismatch on a purple bubble consider what development activities you need to engage in. What could you do to move these bubbles forward ?