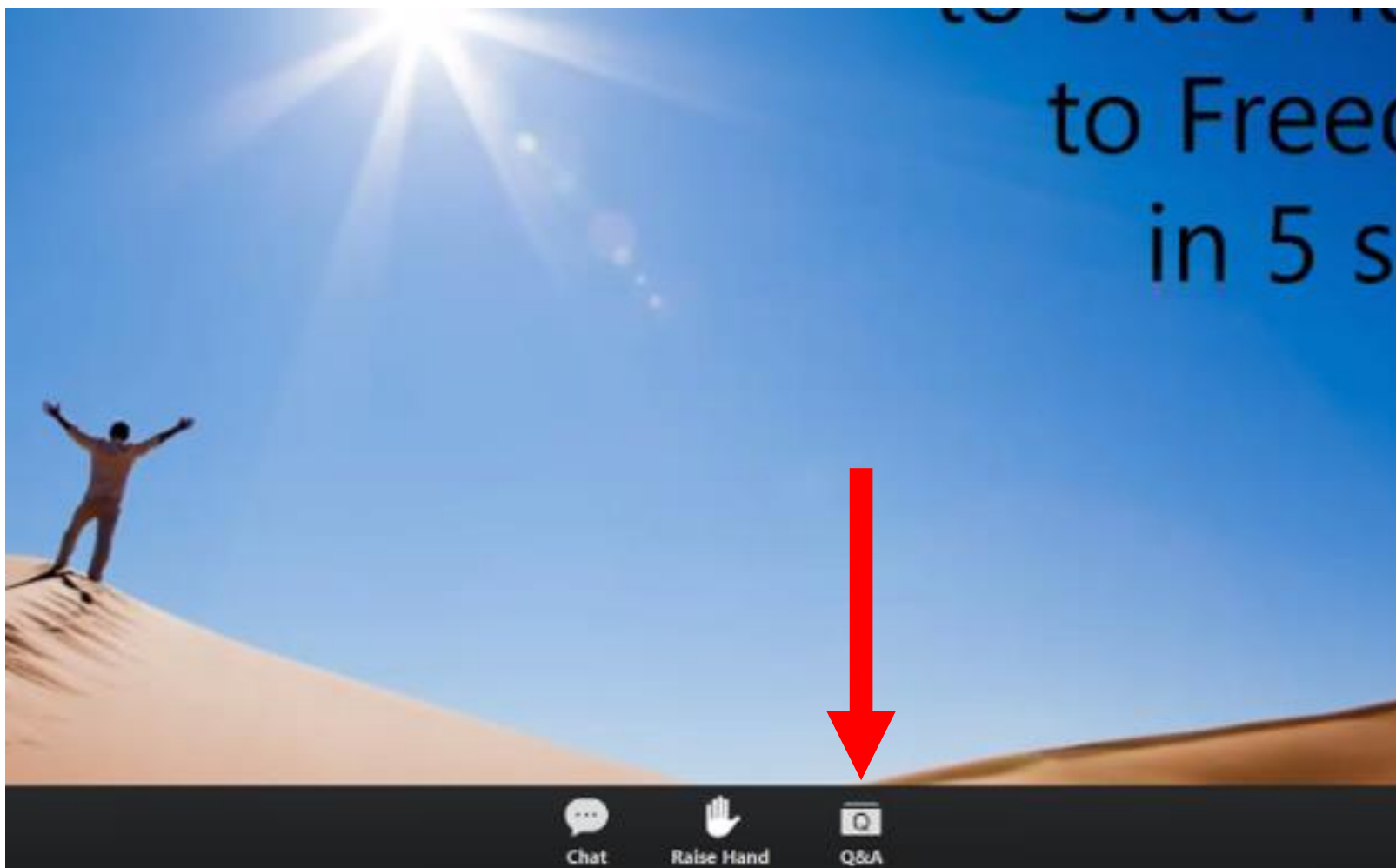


From Passion to Side Hustle to Freedom in 5 steps

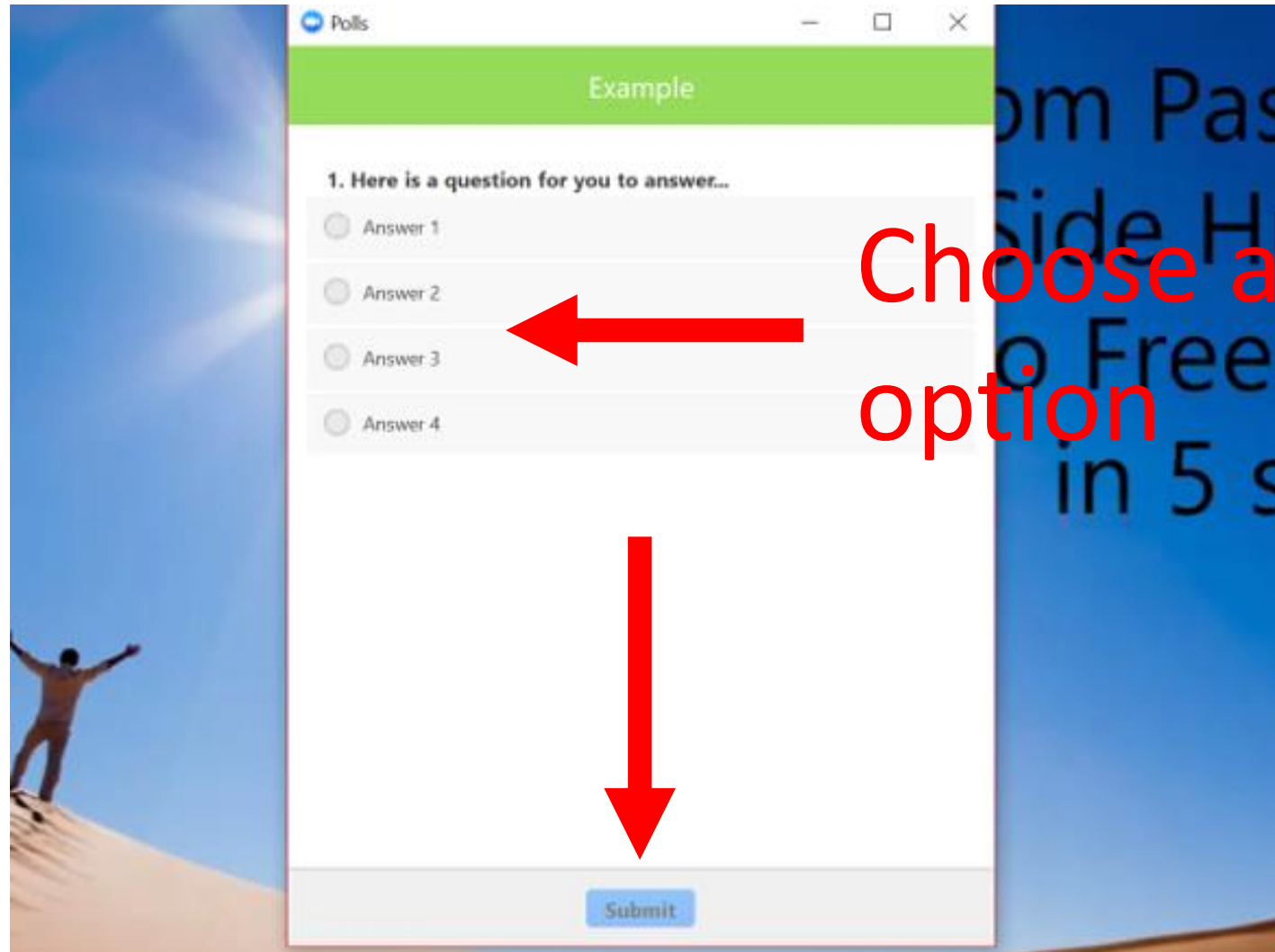
Discovering your Big Hairy Audacious Goal



Ask a Question any time



How Polls work



The image shows a screenshot of a web application window titled "Polls". The window has a green header bar with the word "Example" in white. Below the header, there is a question: "1. Here is a question for you to answer...". Underneath the question, there are four radio button options: "Answer 1", "Answer 2", "Answer 3", and "Answer 4". A red arrow points from the text "Choose an option" to the "Answer 2" radio button. Another red arrow points from the "Submit" button at the bottom of the form to the text "Submit". The background of the slide features a person standing on a sand dune under a bright blue sky.

Example

1. Here is a question for you to answer...

☐ Answer 1

☐ Answer 2

☐ Answer 3

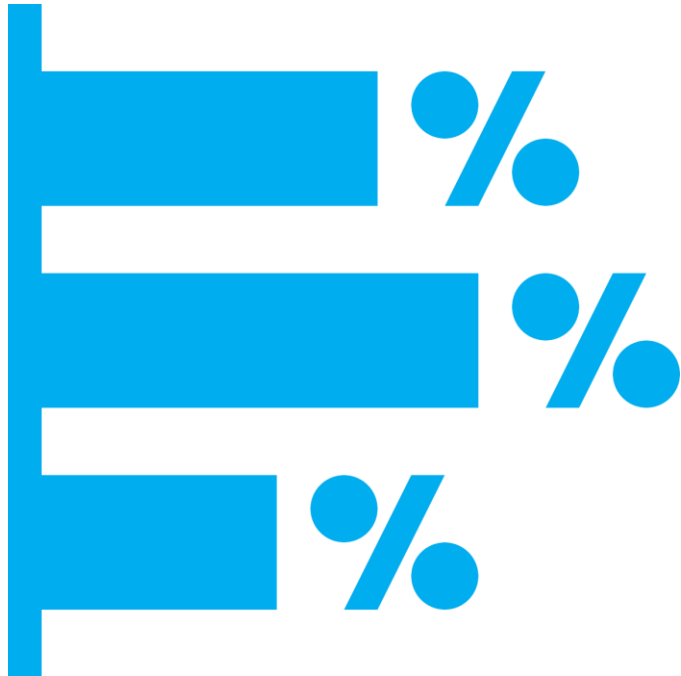
☐ Answer 4

Submit

Choose an option

Before we get started...

Do you have a BHAG?



- A. No idea, what does it mean?
- B. I've heard of it but don't have one.
- C. I tried to create one but gave up.
- D. I have one but I'm not happy with it.
- E. Yes. And I can tell you...

Subscription Levels

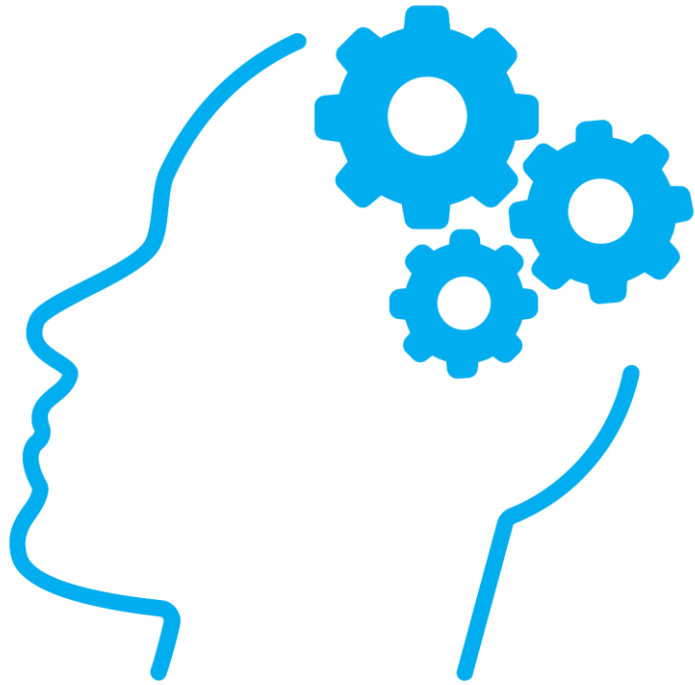
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Previous Webinars

- What is the Value Proposition
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- 10 Tricks & Insights for Customer Interviews
- Where to find User and Customer Interviewees

Mastermind Group



Preparing for...

People similar position as you.
Benefit of brainstorming your
current problem/ideas.

Maximum 8 people.

Two hours.

Email brian@briandorricott.com

From Passion to Side Hustle to Freedom in 5 steps

Discovering your Big Hairy Audacious Goal





Discovery

Problem

Solution

Finance

Launch

Why

What

How

Can

Now



Discovery

Problem

Solution

Finance

Launch

Why

What we'll cover

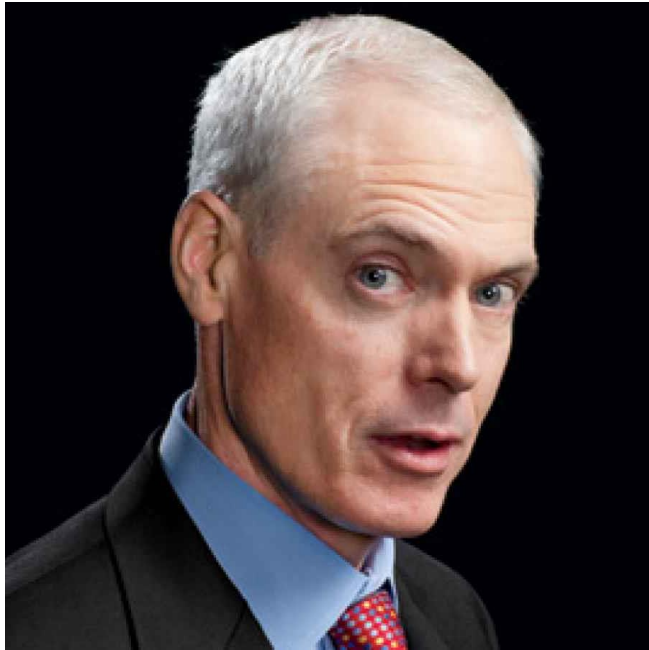
What is BHAG

The Three Steps

Examples

Your turn...

Who came up with it?



Jim Collins



Big
Hairy
Audacious
Goal

Why is this important?

Stop thinking too small

- Takes more than 10 years

- Not short term gratification

Builds great companies

- Not built to sell

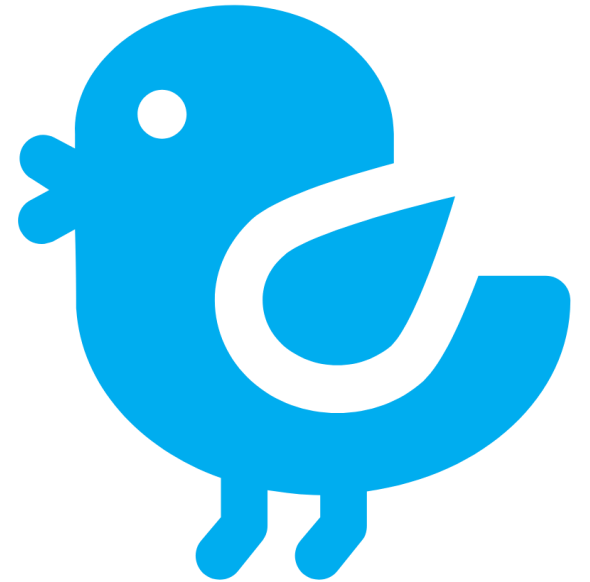
- Passion survives, stars/expertise do not

- More than leader

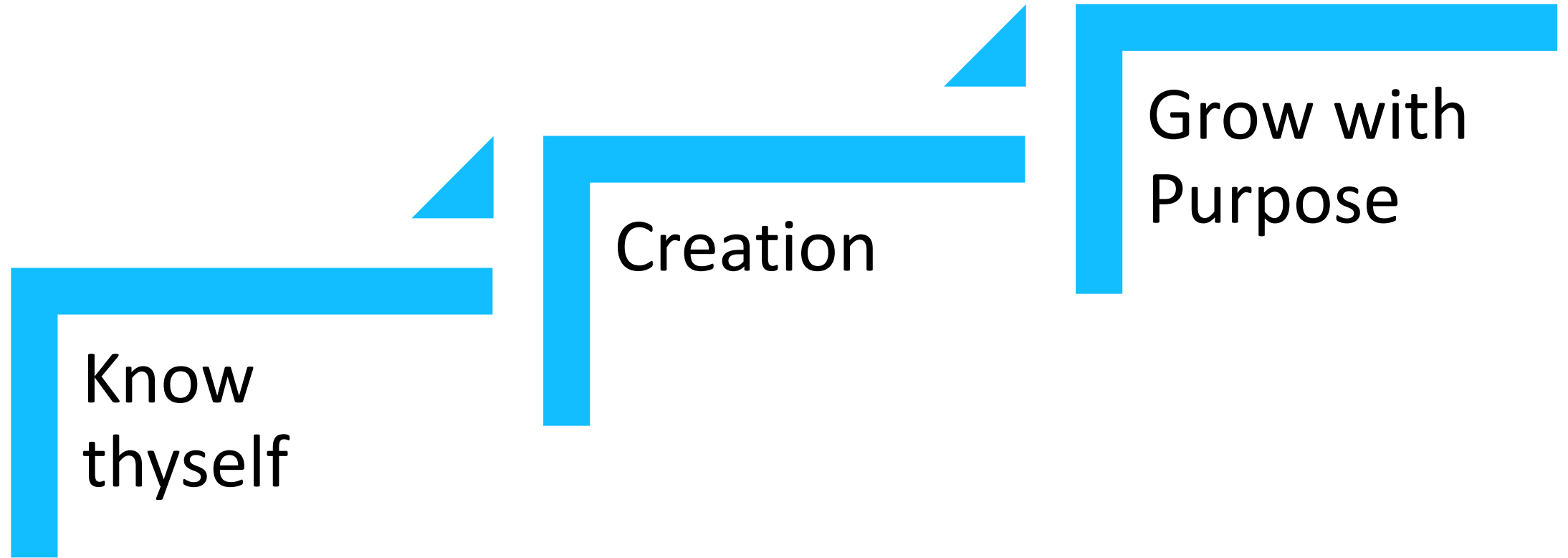
Quantum leap

Attributes of BHAG

- Clear, compelling, engaging, inspiring and measurable.
- Focal point for unifying team effort.
- Guide decisions.
- Paints a picture of a successful future.
- Short.



Three Steps



Step 1



Know
thyself

What can you be the best at in the world?

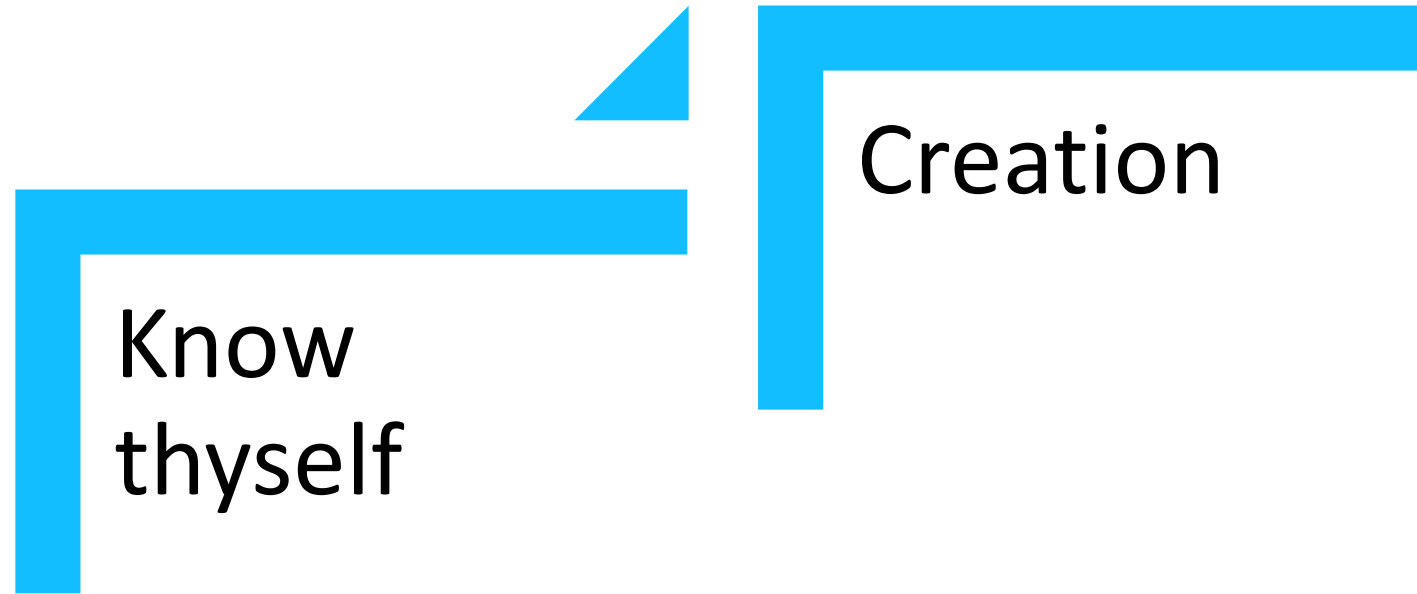
What drives your economic engine?

What are you deeply passionate about?

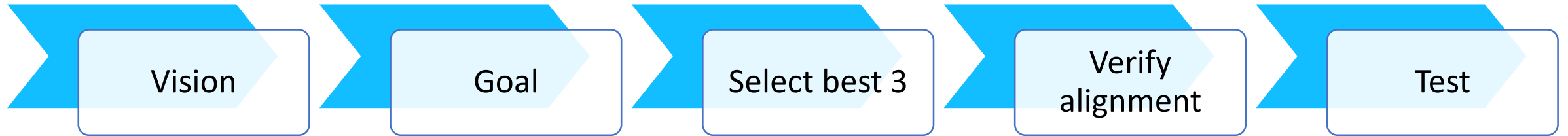
BHAG (15-25 years)

```
graph LR; Q1[What can you be the best at in the world?] --> BHAG; Q2[What drives your economic engine?] --> BHAG; Q3[What are you deeply passionate about?] --> BHAG; style Q1 fill:#f0f0f0,stroke:#333,stroke-width:1px; style Q2 fill:#f0f0f0,stroke:#333,stroke-width:1px; style Q3 fill:#f0f0f0,stroke:#333,stroke-width:1px; style BHAG fill:#00bfff,stroke:#00bfff,stroke-width:2px;
```

Step 2



The Process

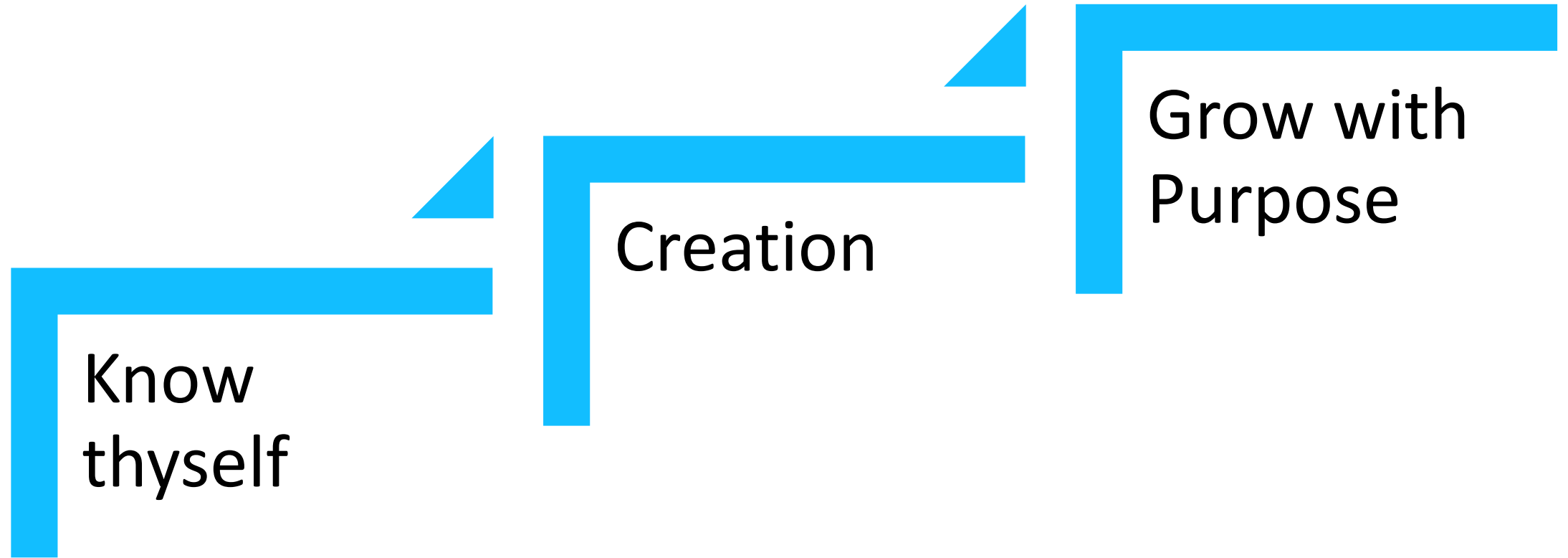


BHAG Test Questions

1. Do you find this BHAG exciting?
2. Is the BHAG clear, compelling, and easy to grasp?
3. Does this BHAG somehow connect to the core purpose?
4. Will this BHAG be exciting to a broad base of people in the organization, not just those with executive responsibility?
5. It is undeniably a Big Hairy Audacious Goal, not a verbose, hard to understand, convoluted, impossible to remember mission or vision "Statement"? In other words, does it pass the "Mount Everest Standard"?
6. Do you believe the organization has less than 100% chance of achieving the BHAG (50% to 70% chance is ideal) yet at the same time believe the organization can achieve the BHAG if fully committed?
7. Will achieving the BHAG require a quantum step in the capabilities and characteristics of the organization?
8. In 25 years, would you be able to tell if you have achieved the BHAG?

(from Jim Collins Vision Framework, JimCollins.com)

Step 3



**STRATEGY IS AS
MUCH ABOUT SAYING
NO
AS IT IS ABOUT SAYING
YES**

Jim Collins

1. Do we even care about this opportunity?
Is it aligned with our Passion?
2. Are we any good at it?
Is it aligned with our Best At?
3. Can we make money doing it?
Is it aligned with our Profit/X?
4. Does it move us closer to achieving our BHAG?

Types of BHAG

Target Orientated



Competitive



Role Model



Internal Transformation



Your turn...



Become the most recognized & respected consumer brand in the world (Competitive)



Every book, ever printed, in any language, all available in less than 60 seconds (Target)



A computer on every desk in every home (Target)

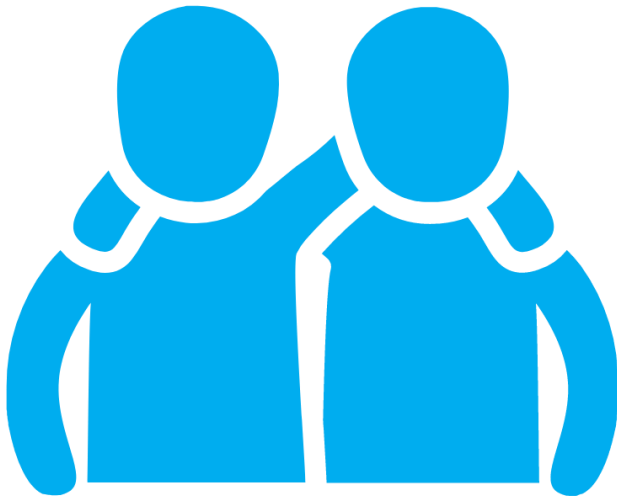


Become the Harvard of the west (Role Model)



Land a man on the moon and return him safely to earth (Target)

Who can help?



Management Team
Friends / Family

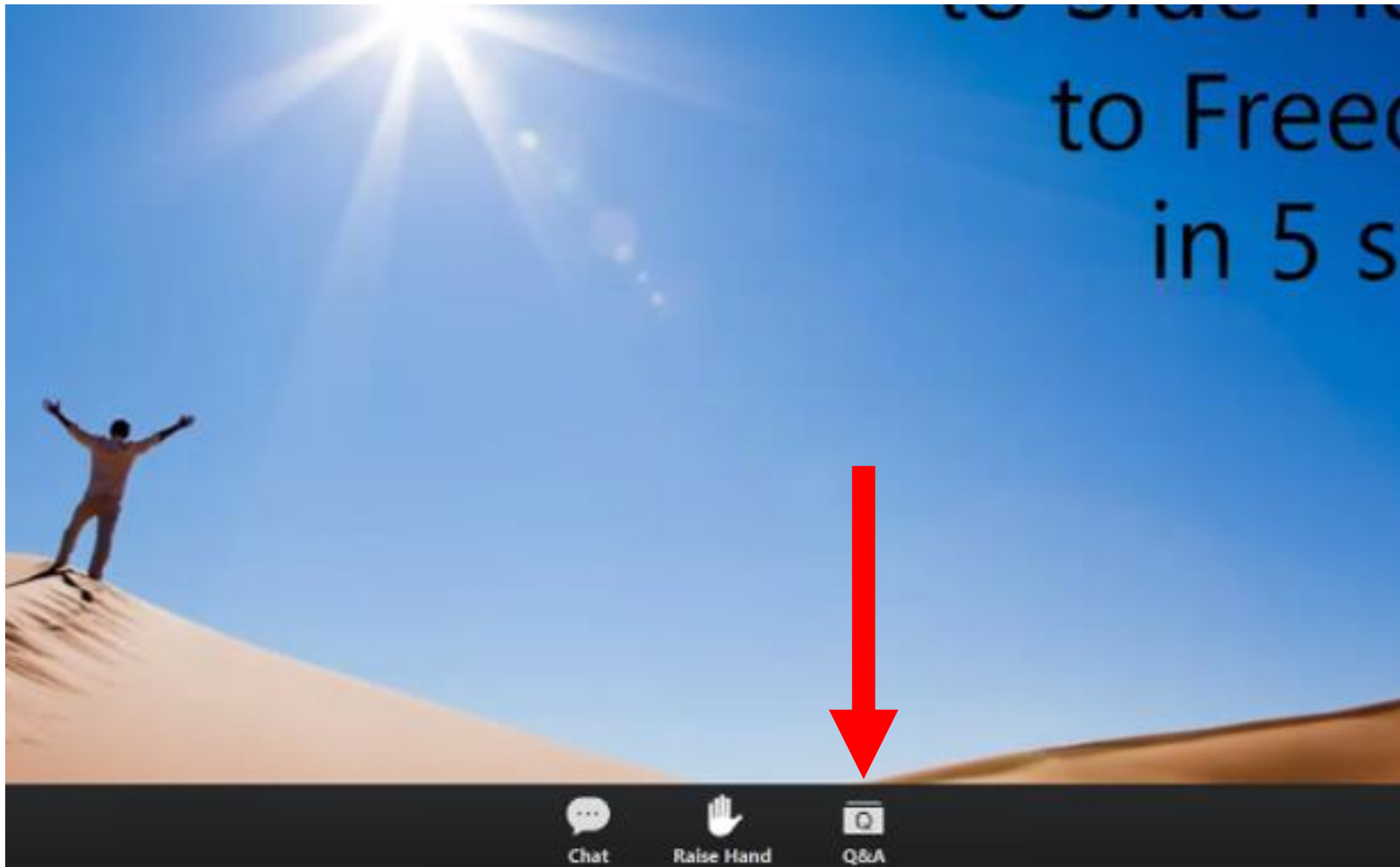


Facilitator / Mentor

Any Questions



Ask a Question now...



Next webinars



Wednesday, 17-Jul-19
Value Gap Analysis

Wednesday, 21-Aug-19
Eco-system Map

Archive

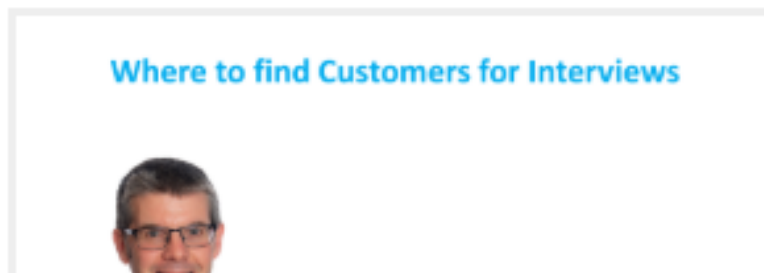
When you log in, you'll have the option to review the slides & video.

What is the Value Proposition?



The Value Proposition is at the core of understanding why customers are interested in what you are about to sell them. When you approach building a value proposition in a structured, ordered way you build your knowledge and expertise about your customers. It allows you to identify with them much more quickly and effectively. Which ultimately means that you'll build a loyal group of people who'll buy from you when you are ready. Creating your first product without understanding why someone will use it is folly and expensive. This webinar will help you avoid that trap.

Where to find User and Customer Interviewees



Having understood what questions to ask for your to test your assumptions in the Value Proposition Canvas it's time to find people to ask. After a quick review of the assumptions, in this webinar, Brian Dorricott provides nine

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Any Questions



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