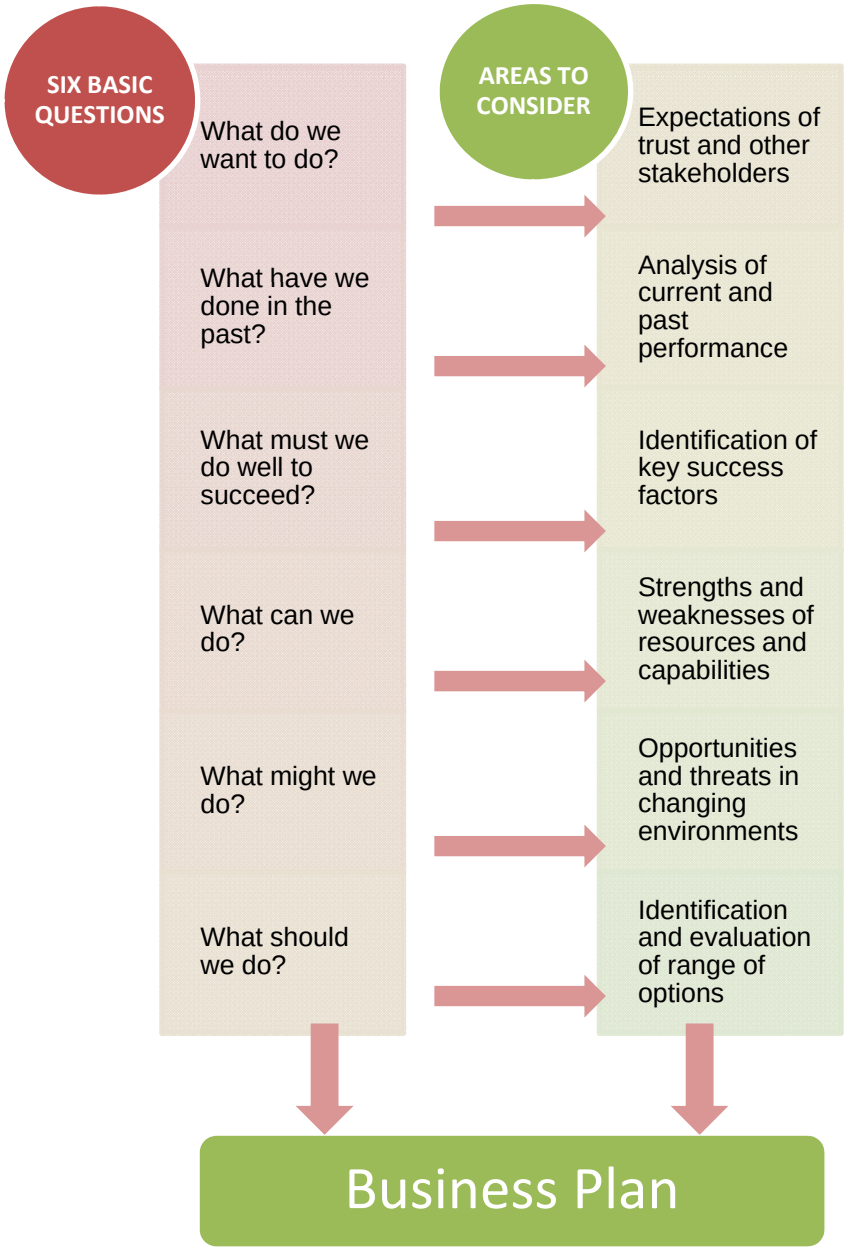
SIX BASIC QUESTIONS
What do we want to do?
What have we done in the past?
What must we do well to succeed?
What can we do?
What might we do?
What should we do?
AREAS TO CONSIDER
Expectations of trust and other stakeholders
Analysis of current and past performance
Identification of key success factors
Strengths and weaknesses of resources and capabilities
Opportunities and threats in changing environments
Identification and evaluation of range of options
Business Plan