

# PLAYERS ON THE PITCH

**CIRCLE ONE** This is the long term view. It's how you'll make money in the medium term, think 2 to 5 years.



WHAT	WHO
Culture	
Partnerships and Joint Ventures	
Innovation and Design	
Routes to Market	
Product/Service Extensions	
Talent Pipeline	
Succession Planning	

**CIRCLE TWO** This is the life blood of your business. Without this support, your business can't function.



WHAT	WHO
Human Resources	
IT	
Administration/Secretarial	
Finance	
Facilities (Office, Building, Cleaning)	
Legal and Compliance	
Training (note, this is for regular, nuts & bolts based training and not management or leadership development)	

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**CIRCLE THREE** This is today's revenue. This is how you make money today and over the next 12-18 months.



WHAT	WHO
Marketing	
Sales	
Operations	
Client Services/Customer Care	
Talent attraction, acquisition and retention	
Purchasing	
Product or service delivery	