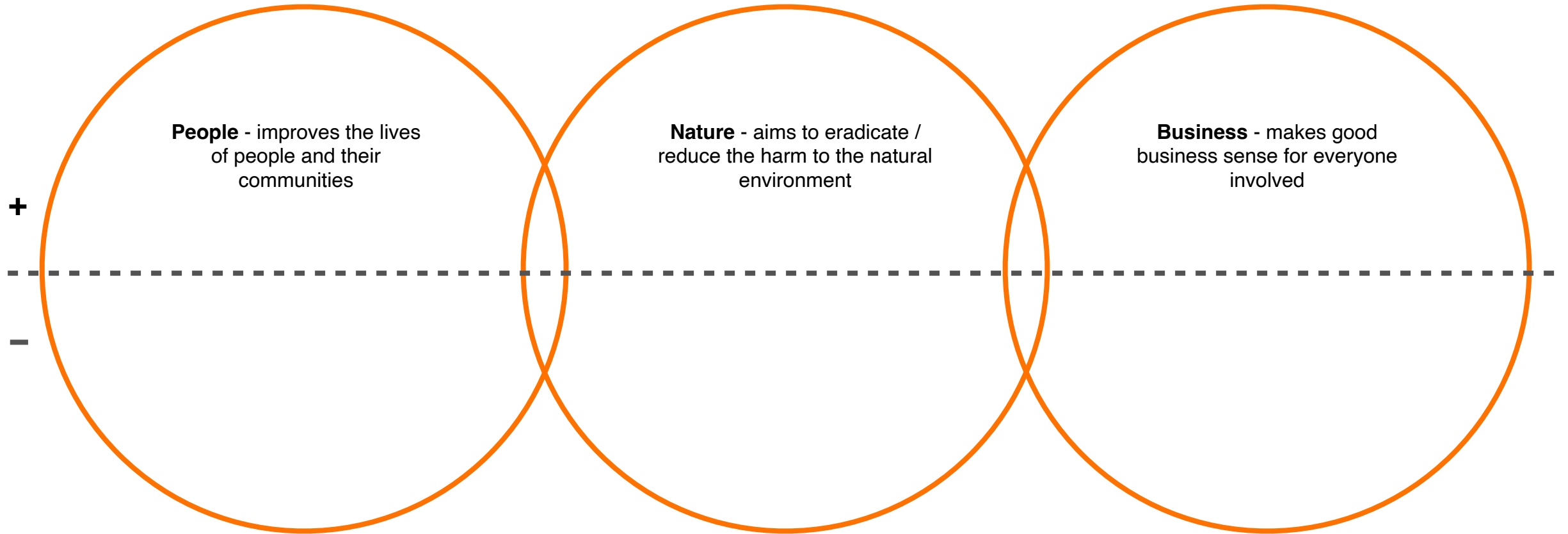


Good Growth Lenses



Guideline:

- Map your current business offering across the three lenses - ask yourself HOW?
- Identify negative areas where you could improve
- Look for opportunities where you could innovate
- Make an action plan and prioritise jobs to do