

AIM Canvas

Get clear on what you want and where you're headed. Fill this in with your leadership team (or just yourself).

1. What do you want from this business?

2. Purpose — why we exist beyond profit (one sentence)

3. Core values — the few we keep even when it costs us

4. Our big goal (3-5 years) — bold but reachable

5. Reality check

Does our ambition match what we'll actually put in? If not, change the goal or the commitment.
