

CHOOSE One-Pager

Pick your battle: who you're for, how you win — and what you'll stop doing.

1. Where we'll play — exactly who we're for (narrow!)

2. Where we WON'T play

3. How we'll win

4. Our STOP-DOING list (the most powerful page in strategy)

5. The win-without-fighting test

Do we win by being different — or by out-spending someone bigger? (If the latter, change the plan.)
