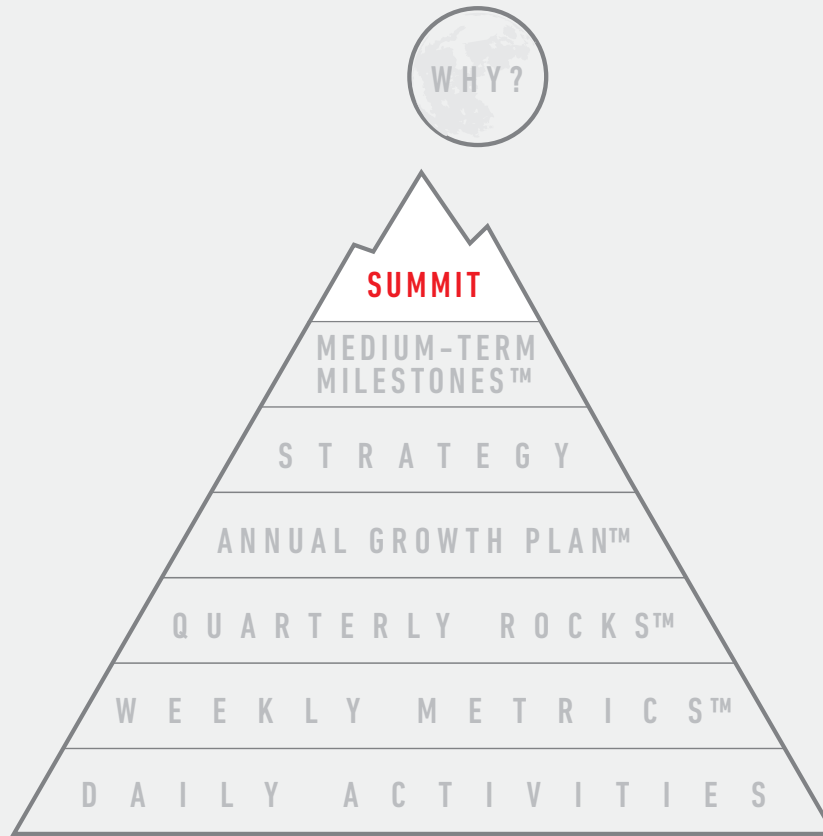


What is our long-term, tangible and measurable goal that moves us closer to our WHY?

It would take 7-20 years to accomplish and could focus and energize our people.



Source: Steve Preda, Gregory Cleary: *Pinnacle - Five Principles...* (Amershire Publishing, Glen Allen, Virginia, 2022)

Examples:

"To take a man to the moon and return him safely to earth" - JFK

"Becoming a one-stop shop of clean energy" - Tesla

"Getting a million tons [of cargo] to the surface of Mars and creating a self-sustaining city" - SpaceX

"Create 1,000,000 net-zero homes" - Atlas Home Energy Solutions

"100 locations with \$100 million in revenue" - Discover Strength

"Become a regional plastic surgery group with 5 locations, performing 2500 surgeries a year" - Eos Rejuvenation

Our Summit:

Due date:

Refine it as a concise, tangible and measurable statement: