

- **Point16's  
Principles of  
Business**

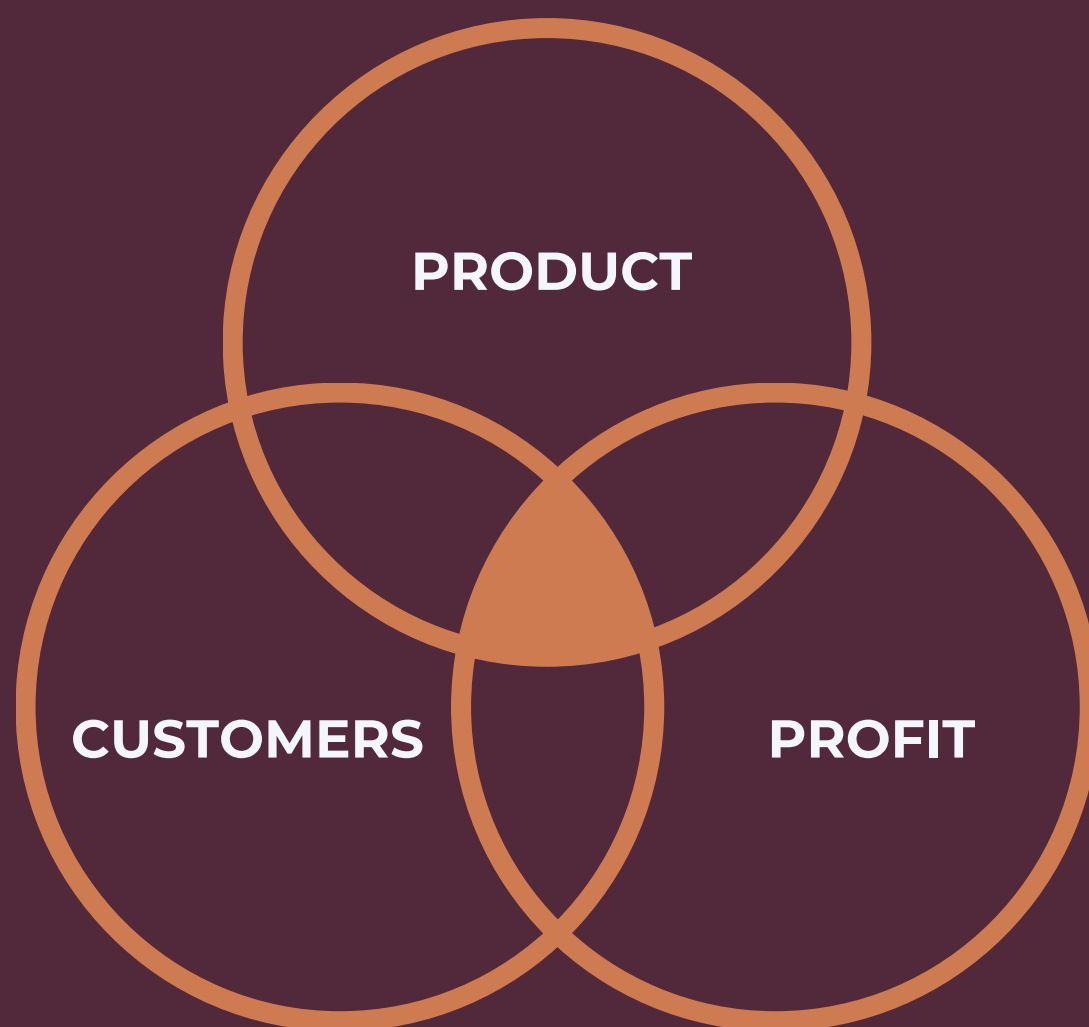
*Know Your Business*

SWIPE



## *Know your business*

One of our core beliefs is that every business is **Great** at one of the functions below, **Okay** at another and **Poor** in the final function.

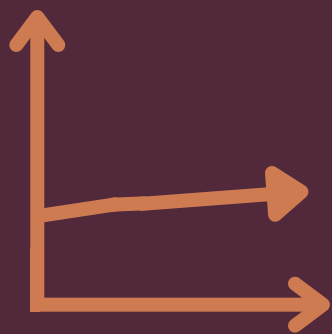


KEEP SWIPING

## *Know your business*

Most businesses aren't **great** at everything.  
That's a fact and that is okay.

More than okay. It's an opportunity.



**Good**



**Better**



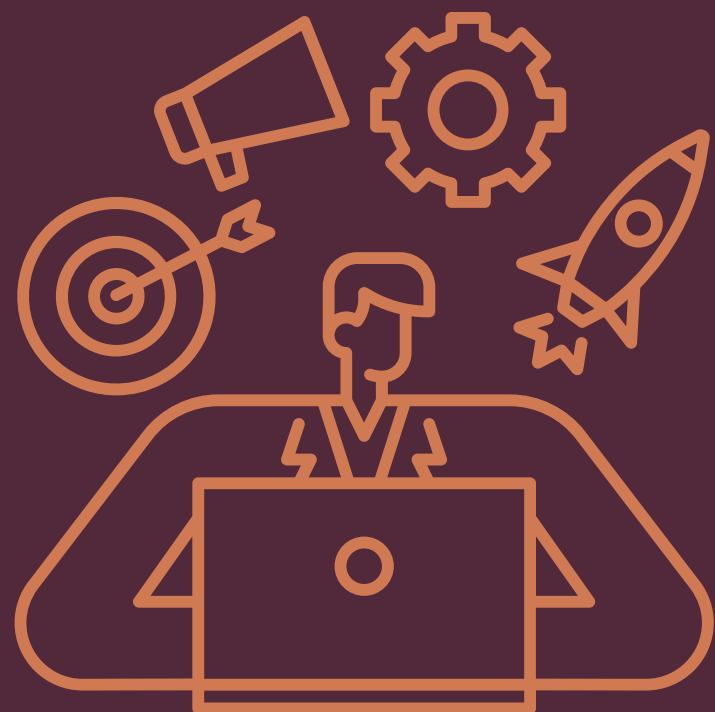
**Best**

KEEP SWIPING

## *Know your business*

When we understand the business function to improve, we can then determine actions or initiatives needed for the best overall impact.

Choosing the right tools for the job is crucial for success and growth.



KEEP SWIPING

# In Summary

## *Know your business*

Understand your areas of strength and weakness relative to the three core functions of business. Let this guide how you are going to take your business from where you are today to where you would like to get to in the future.

**Good**



**Better**



**Best**



**ONE MORE**

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