

# FOCAL POINT - IMAGE GAP ANALYSIS

*Use this as a guide to give thought to the differences between those who currently dominate in the role you desire. Then use the next sheet to capture market research on those individuals so you have a clear picture of what success in that role looks like today. Then, use the third sheet to document where you are today and begin analyzing where you may need to consider personal changes and/or modified goals.*

## FOCUS

Do some research to figure out what are the most important things these individuals are concerned about. Do you find your self focused on the same things? Do these concerns align with your personal values?

## GOALS

What is it that these Individuals are most anxious to achieve (a healthy planet, world peace, life on Mars, making a billion dollars)? Do you genuinely think these are worthwhile pursuits?

## DREAMS

What wakes these people up and keeps them up at night? Motivations and vision take true passion and dedication to sustain so do you care enough to go the extra mile as needed to turn these dreams into reality?



## PARTNERS

Who are the most interesting and important partners for these individuals?  
How do you feel about the prospect of spending lots of time with these groups?

## RESULTS

What is considered accomplishment in this role? Is it all about results or is the focus more on exploration and thinking out of the box? Do you agree with this logic?

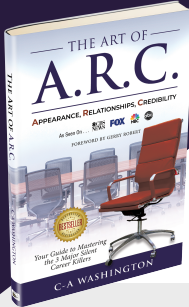
## SPEND

What is considered a good investment for these individuals? Do you currently align your resources in the same fashion?

## IDEAS

What ideas are “hot topics” for this role?  
How do these individuals feel about them? How might these ideas change the industry and “success” in the future?





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Ideal Role \_\_\_\_\_

Person Currently Dominating in the Role \_\_\_\_\_

## FOCUS

## GOALS

## DREAMS



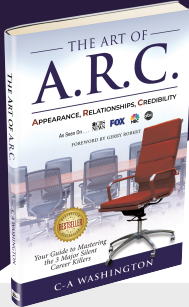
## PARTNERS

## RESULTS

## SPEND

## IDEAS





# FOCAL POINT - IMAGE GAP ANALYSIS

Current Role \_\_\_\_\_

Target Date for Desired Role \_\_\_\_\_

## FOCUS

## GOALS

## DREAMS



## PARTNERS

## RESULTS

## SPEND

## IDEAS



WASHINGTON