simplify your thinking to accelerate your business

If your business was simple, what would it look like?

- Save **time** by having **clarity** about what aspect of your business needs to be your top focus right now.

- Make more **money** by having **confidence** where to invest to achieve your growth objectives

- Focus your **energy** by having **control** on the optimal effort required to deliver to your customers.

Download the Simplicity Toolkit from Ebullient.com for more information about the Simplicity Scan and the Simplicity Starter and Sprint processes.

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simplicity scan

focus

purpose
What impact does this business make on the customers, employees and the environment?

customer
Who is the perfect customer and what value do they receive?

product
What products or services are provided and how does this business capture value?

journey
What is the emotional journey the customer experiences?

prepare

milestones
What major achievements are required to bring this business to the next level?

monitor
How is the performance of the business measured and what are the targets?

ecosystem
What are the markets, channels and competition of this business?

brand
What is the unique style of the brand and how is this message shared?

deliver

people
Who are the people that are required to make this business a success?

data
What data or information is required or created by the business?

tools
What assets, materials, technology or funding does the business require?

processes
What are the most important processes of this business?

momentum

mindset
What beliefs and attitudes do you need to succeed?

risks
What are the main risks and how can you manage them?

actions
What are the projects you can complete quickly?

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simplicity scan

focus

- **purpose**
  Click here in the areas of the canvas to write your answers...

- **customer**

- **product**

- **journey**

prepare

- **milestones**

- **monitor**

- **ecosystem**

- **brand**

deliver

- **people**

- **data**

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momentum

- **mindset**

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- **actions**

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