

| <b>B</b>                        | <b>I</b>                                     | <b>N</b>                       | <b>G</b>                  | <b>O</b>                   |
|---------------------------------|----------------------------------------------|--------------------------------|---------------------------|----------------------------|
| upward<br>delegation            | Borrow<br>my watch<br>to tell me<br>the time | 20000<br>foot<br>view          | go-to-market<br>strategy  | run with<br>this           |
| old<br>80-20<br>rule            | close<br>the loop                            | the<br>net/net<br>is           | phone it<br>in            | Let's<br>bluesky<br>this   |
| House<br>keeping<br>is in order | right-size<br>it                             | <b>FREE</b>                    | tear<br>down<br>the silos | water<br>boiling           |
| at the<br>end of<br>the day     | paradigm<br>shift                            | leave<br>money on<br>the table | lipstick<br>on a pig      | step up<br>to the<br>plate |
| manage<br>expectations          | put your<br>game<br>face on                  | team<br>player                 | monetize<br>it            | synergy                    |

| B                           | I                                | N                         | G                              | O                            |
|-----------------------------|----------------------------------|---------------------------|--------------------------------|------------------------------|
| right-size<br>it            | increase<br>client<br>mind-share | tear<br>down<br>the silos | leave<br>money on<br>the table | hope is<br>not a<br>strategy |
| open<br>door<br>policy      | lipstick<br>on a pig             | going<br>viral            | ballpark<br>this               | best-of-breed                |
| paradigm<br>shift           | old<br>80-20<br>rule             | <b>FREE</b>               | next<br>steps                  | ROI                          |
| sharpen<br>our<br>pencils   | let's<br>square<br>the circle    | the<br>net/net<br>is      | Let's<br>bluesky<br>this       | water<br>boiling             |
| the \$64<br>000<br>question | House<br>keeping<br>is in order  | run with<br>this          | one off                        | at the<br>end of<br>the day  |

|                              |                           |                       |                       |                           |
|------------------------------|---------------------------|-----------------------|-----------------------|---------------------------|
| <b>B</b>                     | <b>I</b>                  | <b>N</b>              | <b>G</b>              | <b>O</b>                  |
| let's square the circle      | out of the box            | the \$64 000 question | low-hanging fruit     | old 80-20 rule            |
| core competency              | go-to-market strategy     | plug and play         | were customer focused | stake in the ground       |
| right-size it                | phone it in               | <b>FREE</b>           | swot analysis         | ballpark this             |
| burn the candle at both ends | put it in the parking lot | put your game face on | open door policy      | House keeping is in order |
| knock it out of the park     | 20000 foot view           | next steps            | close the loop        | tweet this                |