

# Your 3-year Exit Plan

Now it's time to build on Where to Play/How to Win, using those determinations to make well-considered choices about what you want the next 3 years to look like across each key dimension

	From: Today	To: 3-year Ambition
Quality of Financials	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Gross margin (\$/%)</li> <li>• EBITDA (\$/%)</li> </ul>	<ul style="list-style-type: none"> <li>• Revenue</li> <li>• Gross margin (\$/%)</li> <li>• EBITDA (\$/%)</li> </ul>
People/ Succession	<ul style="list-style-type: none"> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• ...</li> </ul>
Quality of Operations	<ul style="list-style-type: none"> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• ...</li> </ul>
Quality of Growth	<ul style="list-style-type: none"> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• ...</li> </ul>
Market Position	<ul style="list-style-type: none"> <li>• ...</li> </ul>	<ul style="list-style-type: none"> <li>• ...</li> </ul>