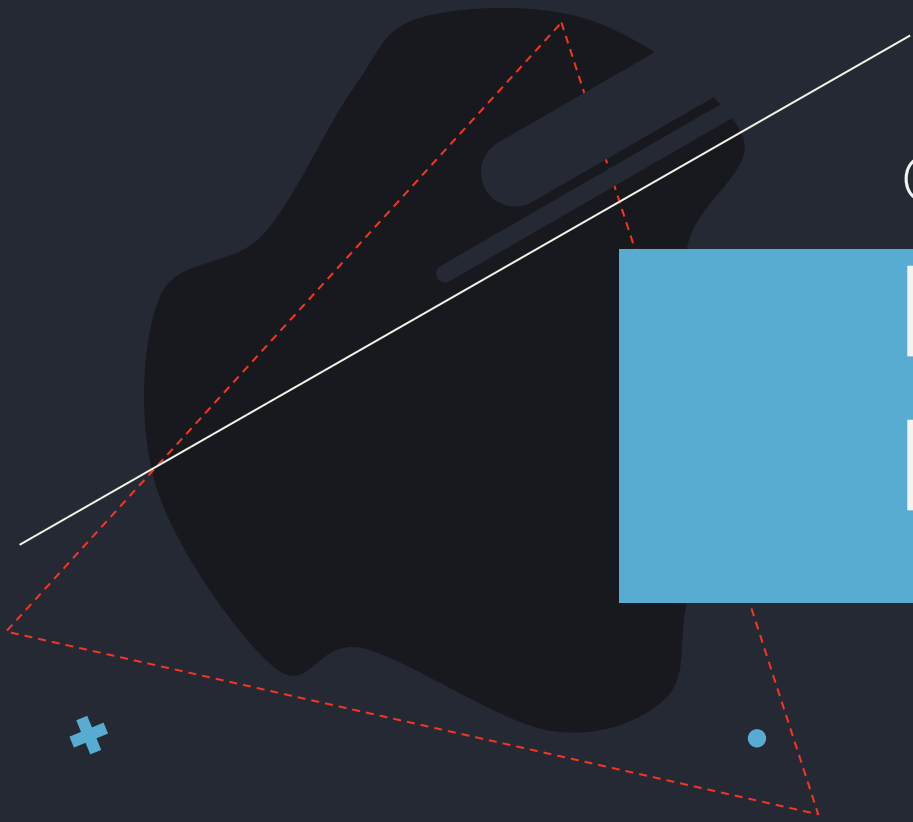


Communicate

**PRIORITIES
EFFECTIVELY**





Could you describe your business or industry?

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What is your experience in the digital environment?

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In what markets does your company interact?

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What are your business objectives?

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Please, name one priority (a concise description, e.g: "expanding into new horizontal markets").

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Clarify how a priority will be accomplished. (give concrete examples of how the company intends to achieve that objective).

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¿What does a priority means to your business? (eg: Salesforce: "expanding into new horizontal markets" by explaining that as "part of our growth strategy, we are delivering innovative solutions in new categories, including analytics, commerce, and IoT).

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Explain why priority matters (Why your priorities matter strategically and how they will help create and capture value).

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Tell us how do you measure progress towards achieving the priority (concrete metrics or KPIs, e.g: cost reductions, market share, or new products launched)

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Do you have any concrete targets for the future? (Name it)

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WAS THIS HELPFUL?

Take the next step

[CONTACT US](#)

ARG

Córdoba

hola@mobydigital.com

+54 351 481 9776

Buenos Aires

che@mobydigital.com

+54 11 5272 5500

NL

Den Haag

hallo@mobydigital.com

USA

Miami

hello@mobydigital.com

+1 305 922 8102