



Dream Ticket

Business Strategy
in the Digital Age



Annie Brooking

Dream Ticket Diagrams Book Downloads

The following diagrams are taken from my book Dream Ticket and are intended as an aide memoire for people who have purchased the audio or e-book where some diagrams may be hard to see or visualise.

Annie

Avoid the Void!

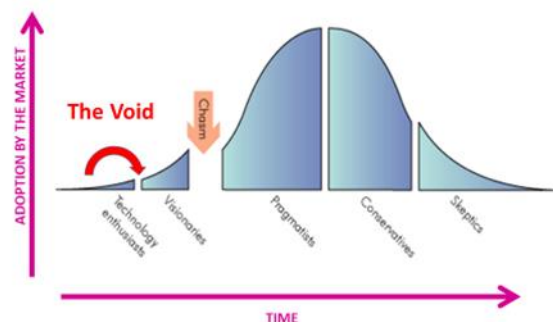


Figure 1.1 The Void

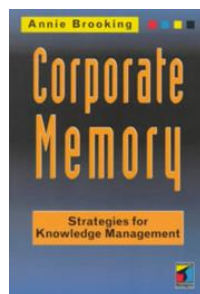
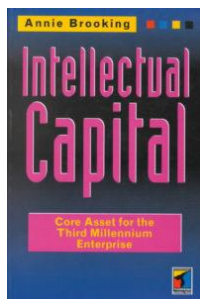


Figure 1.2 Intellectual Capital and Corporate Memory



Figure 1.3 the BIZVIZ Card Deck

	ASSET	Relevant?
MARKET	Names	Y
	Brands	Y
	Positioning	Y
	Brand Recognition	Y
	Tag Lines	N
	Jingles	N
	Prospects, Customers and Evangelists	Y
	Tribes	Y
	Endorsements	Y
	Repeat Business	Y
	Backlog	Y
	Web Sites	Y
	High Click Through, Low Bounce	Y
	Digital Media Strategy	Y
	Hashtags	N
	On line Communities	Y
	Blogs	Y
	Videos	Y
	The Distribution Channel	N
	Franchisees	N
IP		
	Patents	N
	Copyright	Y
	Trade Secrets	N
	Trademarks	Y
	Design Rights	N
	Special IP Categories	N
INFRA- STRUCTURE		
	Corporate Culture	Y
	Knowledge Management	N
	Management Philosophy	Y
	Standards	N
	IT Systems	Y
	The Board	N
	Shareholder and Investor Relations	N
	Business and Management Processes	Y
	Patent Audit Procedures	N
	Distribution Agreements	N
	License Agreements	N
	Franchise Agreements	N
	Contracts	Y
	Optimised SEO	Y
	Social Media Dashboards	Y
HUMAN CENTERED		
	Work Related competencies	Y
	Work related knowledge	Y
	Corporate memory	N
	Creativity	Y
	Passion	Y

**Figure 7.1 Brownbank
Asset Choices**

Figure 7.2 Brownbank Assets and Affirmations

MARKET	ASSET	AFFIRMATIONS
M1	Names	We have memorable names for each of our services
M2	Brands	We have memorable brands for each of our services
M3	Positioning	4 out of 5 prospects are aligned with our Positioning statement
M4	Brand Recognition	80% of prospects recognise our brands
M5	Prospects, Customers and Evangelists	We have 20 evangelists who will refer our services
M6	Tribes	We have tribe of 500 followers on our Linked-In Group
M7	Endorsements	We have 20 endorsements on our web site and add another 5 each quarter
M8	Repeat Business	80% of our clients return to us for more services
M9	Backlog	We have 10 projects in backlog at all times
M10	Web Site	We have a web site that generates 100 new leads every year
M11	High Click Through, Low Bounce	40% of all visitors to our web site stay for > 1 minute
M12	Digital Media Strategy	Our web site is optimised for sales and lead generation
M13	On line Communities	We have communities in LinkedIn and facebook
M14	Blogs	We blog to our on-line community every week
M15	Videos	We have 4 videos on our web site explaining our services refreshed quarterly
IP		
IP1	Copyright	All our material is copyright
IP2	Trademarks	We have trademarks for our brands in the territories where we operate
INFRASTR		
I1	Corporate Culture	We have a family culture that makes us a cohesive team
I2	Management Philosophy	Our management philosophy is set out on the wall in every office
I3	IT Systems	Our IT systems have increased our productivity by 50%
I4	Business and Management Processes	We have documented business processes we always follow
I5	Contracts	We have minimal contracts so we are easy to work with
I6	Optimised SEO	Our web site is SEO we have an SEO audit every quarter
I7	Social Media Dashboards	We use Hootsuite to manage our social media efficacy
HUMAN		
H1	Work Related competencies	We have a list of work related competencies and all staff tick all boxes
H2	Work related knowledge	Our staff all have 3 years' experience in our sector
H3	Creativity	We are a highly creative team
H4	Passion	100% of our staff are passionate about the quality of the service we provide.

Figure 8.1 Methods for Evaluating Market Assets

Asset	Customer Survey	Customer	Analyse Sales	Analyse Cost of	Market research	Audit	Competitive	SEO tools
Names	Y	Y			Y		Y	
Brands	Y	Y			Y		Y	
Positioning	Y	Y			Y		Y	
Brand Recognition	Y	Y			Y		Y	
Tag Lines	Y	Y			Y		Y	
Jingles	Y	Y			Y		Y	
Evangelists		Y	Y		Y			
Endorsements		Y	Y		Y			
Repeat Business	Y	Y	Y	Y	Y			
Backlog			Y		Y			
Web Sites	Y	Y	Y		Y		Y	Y
High Click, Low Bounce			Y		Y			Y
Digital Media Strategy	Y	Y	Y	Y	Y		Y	Y
Hashtags	Y	Y	Y	Y	Y			Y
Online Communities	Y	Y	Y		Y		Y	
Blogs	Y	Y	Y		Y		Y	Y
Videos	Y	Y	Y		Y		Y	
Distribution Channel	Y	Y	Y	Y	Y	Y	Y	
Franchisees	Y	Y	Y	Y	Y	Y	Y	

FIGURE 8.2 Competitive Analysis 1

Features	Comp 1	Comp 2	Comp 3	Comp 4	YOU
Comp 1 F1	Y	Y	Y	Y	Y
Comp 1 F2	Y	Y	Y	Y	Y
Comp 1 F3	Y	Y	Y	Y	Y
Comp 2 F1	N	Y	Y	N	Y
Comp 3 F1	N	N	Y	Y	Y
Comp 4 F1	N	N	N	Y	Y
YOU F1	N	N	N	N	Y
YOU F2	N	N	N	N	Y
YOU F3	N	N	N	N	Y

FIGURE 8.3 Competitive Analysis 2

Features	Comp 1	Comp 2	Comp 3	Comp 4	YOU
YOU F1	N	N	N	N	Y
YOU F2	N	N	N	N	Y
YOU F3	N	N	N	N	Y
Comp 1 F1	Y	Y	Y	Y	Y
Comp 1 F2	Y	Y	Y	Y	Y
Comp 1 F3	Y	Y	Y	Y	Y
Comp 2 F1	N	Y	Y	N	Y
Comp 3 F1	N	N	Y	Y	Y
Comp 4 F1	N	N	N	Y	Y

Figure 9.1 Methods for evaluating Intellectual Property Assets

Asset	Survey for Market	Competitor	Audit Portfolio	ROI Legal Fees	Survey Knowhow	Survey Tacit	Freedom to
Patent	Y	Y	Y	Y	Y	Y	Y
Copyright	Y	Y	N	N	N	Y	N
Design Rights	Y	Y	Y	Y	N	N	N
Semiconductor Top Rights	Y	Y	Y	Y	Y	Y	N
Database Rights	Y	Y	Y	Y	Y	Y	N
Trade Secrets	Y	Y	N	N	Y	Y	N
Trade Marks	Y	Y	Y	Y	Y	Y	N

Figure 10.1 Measures for evaluating Infrastructure Assets

Asset	Determine ROI	Fit for purpose?	Determine added	Interview	Interview
Corporate Culture		Y	Y	Y	Y
Knowledge Management	Y	Y	Y		Y
Management Philosophy	Y	Y	Y	Y	Y
Standards	Y	Y	Y	Y	Y
IT Systems	Y	Y	Y	Y	Y
The Board	Y	Y	Y	Y	Y
Shareholder and Investor Relations	Y	Y	Y	Y	
Business and Management Processes	Y	Y	Y	Y	Y
Patent Audit Procedures	Y	Y	Y		Y
Distribution Agreements	Y	Y	Y	Y	Y
License Agreements	Y	Y	Y		
Franchise Agreements	Y	Y	Y		
Contracts	Y		Y		Y
Optimised SEO	Y	Y	Y	Y	Y
Social Media Dashboards	Y	Y	Y		Y

Figure 11.1 Measures for Evaluating Human Centred Assets

Asset	Interview	Test and assess	Knowledge	Self-Assessment	Manager	Peer Review
Work Related competencies	Y	Y	Y	Y	Y	Y
Work related knowledge	Y	Y	Y	Y	Y	Y
Corporate memory	Y		Y		Y	
Creativity	Y	Y			Y	Y
Passion		Y		Y	Y	Y

MARKET	ASSET	AFFIRMATION	INDEX
M1	Names	We have memorable names for each of our services	5
M2	Brands	We have memorable brands for each of our services	5
M3	Positioning	4 out of 5 prospects are aligned with our Positioning statement	1+
M4	Brand Recognition	80% of prospects recognise our brands	1+
M5	Prospects, Customers and Evangelists	We have 20 evangelists who will refer our services	1+
M6	Tribes	We have tribe of 500 followers on Linked-In Group	1
M7	Endorsements	We have 20 endorsements on our web site that we refresh monthly	1+
M8	Repeat Business	80% of our clients return to us for more services	1
M9	Backlog	We have 50 quarterly client reviews in backlog each year	1
M10	Web Site	We have a web site that generates 100 new leads every year	1+
M11	High Click Through, Low Bounce	40% of all visitors to our web site stay for > 1 minute	3+
M12	Digital Media Strategy	Our web site is optimised for sales and lead generation	5
M13	On line Communities	We have 500 members in our LinkedIn Group	1
M14	Blogs	We blog to our on-line community every week	1+
M15	Videos	We have 4 videos on our web site explaining our services refreshed quarterly	1
IP			
IP1	Copyright	All our material is copyright	5
IP2	Trademarks	We have trademarks for our brands in the territories where we operate	5
INFRASTR			
I1	Corporate Culture	We have a family culture that makes us a cohesive team	5
I2	Management Philosophy	Our management philosophy is set out on the wall in every office	4+
I3	IT Systems	Our IT systems have increased our productivity by 50%	1+
I4	Business and Management Processes	We have documented business processes we always follow	1+
I5	Contracts	We have minimal contracts so we are easy to work with	5
I6	Optimised SEO	Our web site is SEO we have an SEO audit every quarter	5
I7	Social Media Dashboards	We use Hootsuite to manage our social media efficacy	1
HUMAN			
H1	Work Related competencies	We have a list of work related competencies and all staff tick all boxes	5
H2	Work related knowledge	Our staff all have 3 years' experience in our sector	5
H3	Creativity	We are a highly creative team	5
H4	Passion	100% of our staff are passionate about the quality of the service we provide.	5

Figure 12.1 Brownbank Indexed Dream Ticket®

The Target

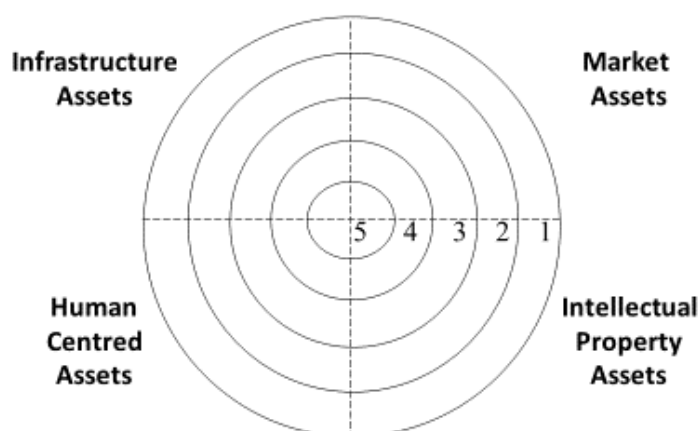
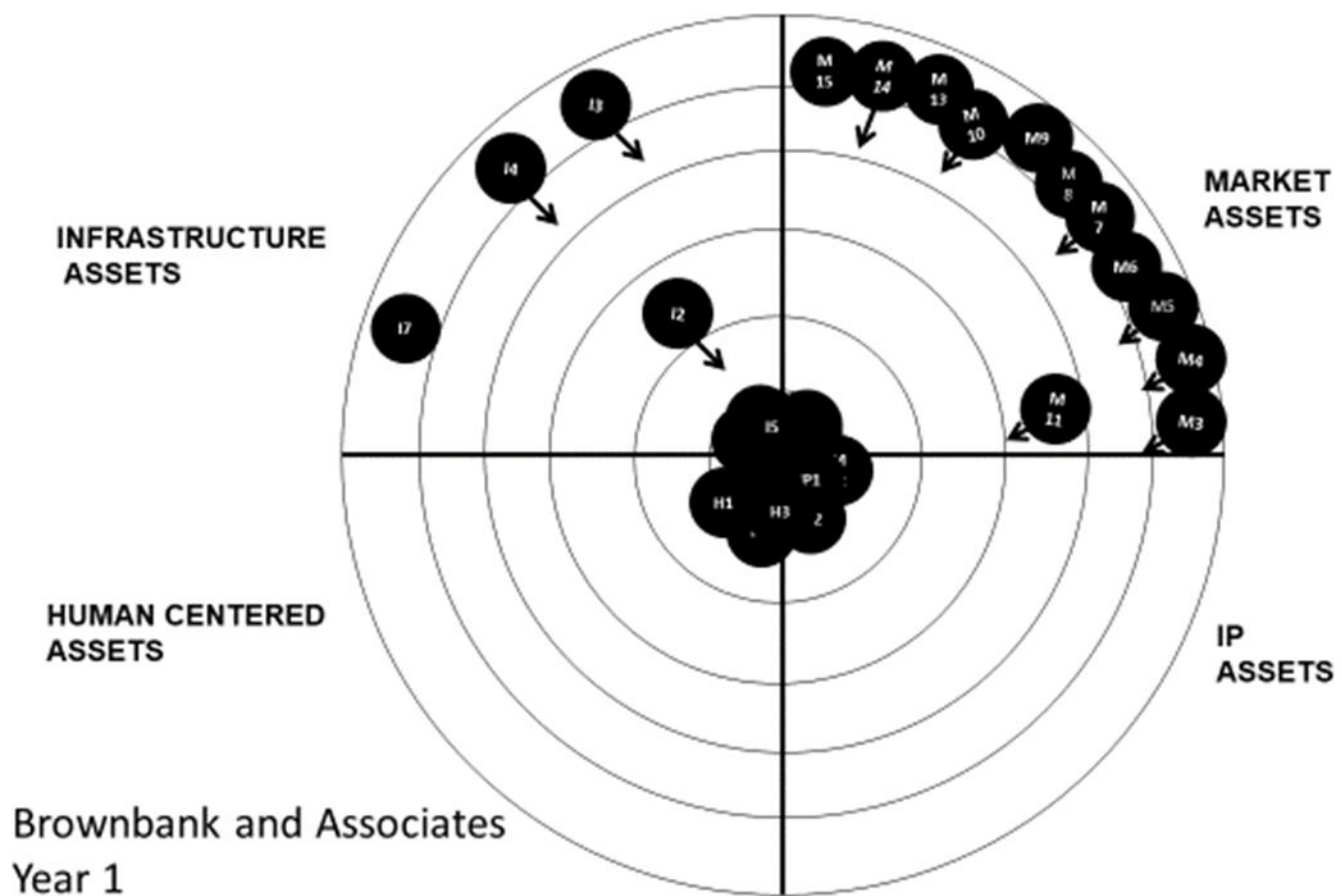


Figure 12.2 The Target and its four quadrants

FIGURE 12.3 Brownbank Year 1 Target



Below Figure 12.4 ScanCo Dream Ticket

Dream Ticket 2003		
MARKET		INDEX
M1	Every Dermatologist recognises the Corporate brand	1+
M2	Every Dermatologist recognises the Scanner brand	1+
M3	Researchers in all related areas recognise the ScanCo name and brand	0
M4	ScanCo is clearly positioned against all its major competitors	0
M5	All Dermatologists in Europe, Australia and USA use ScanCo products	0+
M6	All distribution contracts are monitored quarterly with feedback	0
M7	The ScanCo website is the primary site for customer information and education	0
M8	ScanCo's advisory committees are comprised of world class members	0
M9	ScanCo communicates regularly with its advisory committees	0
M10	ScanCo has advisory panels for different market sectors	0
M11	ScanCo has lucrative reimbursement codes for all its products sold in the USA	0
M12	ScanCo corporate literature is market sector focussed and informative	0
M13	ScanCo has a world class training package, also available on the web	0
M14	ScanCo sales are doubling each year	1+
INFRASTR		
I1	Manufacturing is outsourced	1+
I2	The production cost of the scanner has been reduced by 20% over the last 12 months	0
I3	The manufacturing process is fully documented	1+
I4	All ScanCo products are ISO and GMP certified	1
I5	ScanCo communicates to a content shareholder base every quarter	1
I6	ScanCo has an informed and responsive telephone interface	1
I7	Engineering projects are planned and execute to schedule	2+
I8	All ScanCo products are rigorously tested	0
I9	That ScanCo is financially Stable for 12 months	1
IP		
IP1	All key IP at ScanCo is patented	4
IP2	Every ScanCo product is protected by more than 3 patents	1
IP3	Only patents that contribute revenue are filed and maintained	0
IP4	Every patent generates ROI within 3 years	0
IP5	ScanCo software is patented	0
IP6	The company has a clear IP strategy	0
HUMAN		
H1	ScanCo has a strong software department	1+
H2	ScanCo has a management team that works well together	2+
H3	Every employee understands how a scannerscope works	1
H4	Every employee is able to take a customer query call and forward it correctly	1
H5	All employees can demonstrate the scannerscope	1
H6	Diagnostic expertise is documented	0
H7	All valuable knowledge relating to manufacture and repair is well documented	2
H8	Key employees are motivated and are happy to work at ScanCo	2
H9	The company is not reliant on knowledge assets of any one person	1+

FIGURE 12.5 ScanCo Target 2003

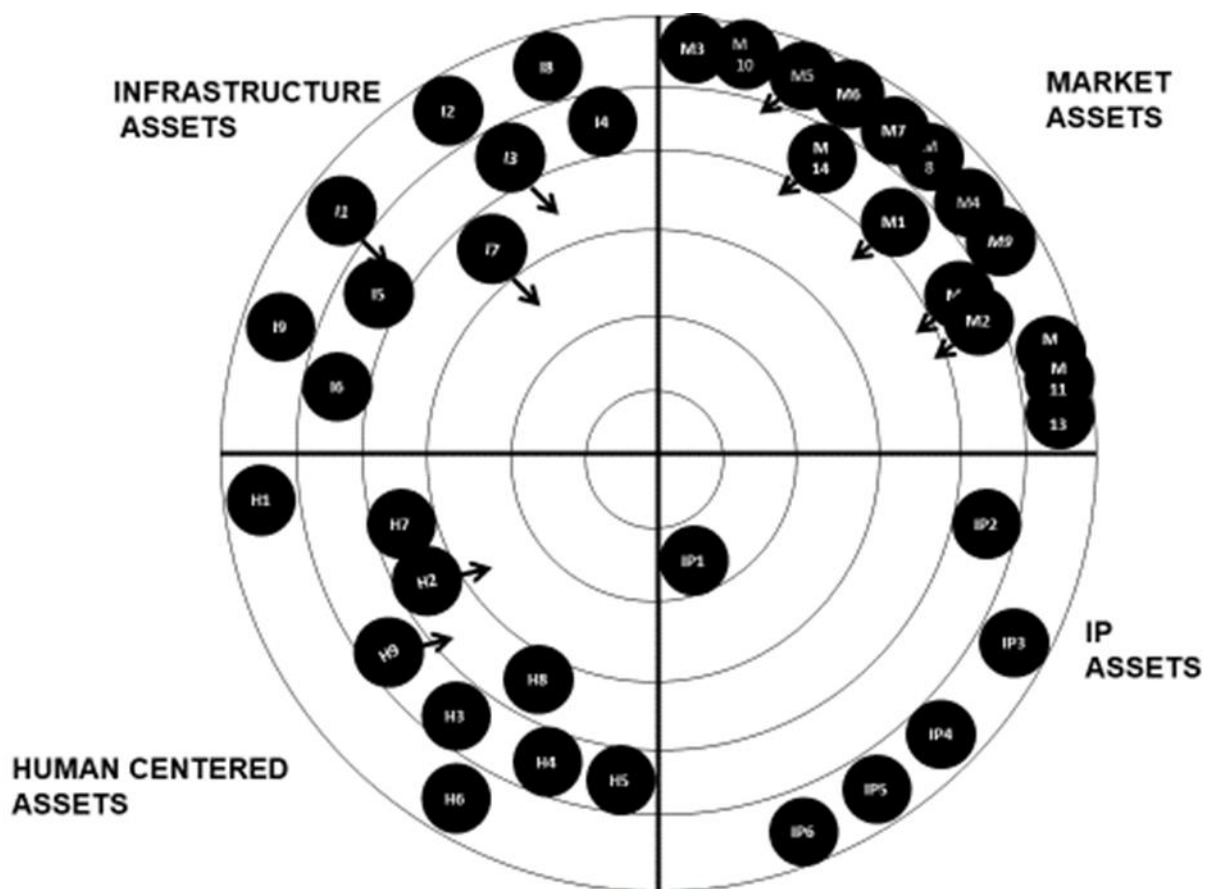


FIGURE 12.6 Brownbank Measures

MARKET	AFFIRMATION	INDEX	MEASURE
M1	We have memorable names for each of our services	5	No action monitor
M2	We have memorable brands for each of our services	5	No action monitor
M3	4 out of 5 prospects are aligned with our Positioning statement	1+	For 30 days ask prospects what pops into their head when they hear our "name"
M4	80% of prospects recognise our brands	1+	Ask 50 suspects if they recognise your brand
M5	We have 20 evangelists who will refer our services	1+	Approach customers for a satisfaction ranking then propose evangelism
M6	We have tribe of 500 followers on Linked-In Group	1	Blog weekly to the group
M7	We have 20 endorsements on our web site that we refresh monthly	1+	Approach customers asking for an endorsement
M8	80% of our clients return to us for more services	1	Ask accounts to keep a historical customer log
M9	We have 50 quarterly client reviews in backlog each year	1	Measure for M10 should impact this
M10	We have a web site that generates 100 new leads every year	1+	Ramp up on-line marketing. Make sure web site is on all documentation
M11	40% of all visitors to our web site stay for > 1 minute	3+	Check weekly Analytics reports. Use Blogs in M6 on web site
M12	Our web site is optimised for sales and lead generation	5	have the web site audited quarterly
M13	We have 500 members in our LinkedIn Group	1	Measure for M6 should impact this
M14	We blog to our on-line community every week	1+	Measure for M6 should impact this
M15	We have 4 videos on our web site explaining our services refreshed quarterly	1	Make four 2 minute videos
IP			
IP1	All our material is copyright	5	No action monitor
IP2	We have trademarks for our brands in the territories where we operate	5	No action monitor
INFRASTR			
I1	We have a family culture that makes us a cohesive team	5	No action monitor
I2	Our management philosophy is set out on the wall in every office	4+	No action monitor
I3	Our IT systems have increased our productivity by 50%	1+	Do an audit of IT systems ranking out of 5 for fit-for-purpose
I4	We have documented business processes we always follow	1+	Do an audit of business processes ranking out of 5 for fit-for-purpose
I5	We have minimal contracts so we are easy to work with	5	No action monitor
I6	Our web site is SEO we have an SEO audit every quarter	5	No action monitor
I7	We use Hootsuite to manage our social media efficacy	1	Decide to trial Hootsuite
HUMAN			
H1	We have a list of work related competencies and all staff tick all boxes	5	No action monitor
H2	Our staff all have 3 years' experience in our sector	5	No action monitor
H3	We are a highly creative team	5	No action monitor
H4	100% of our staff are passionate about the quality of the service we provide.	5	No action monitor

Figure 12.7 Brownbank Costing the Measures

MARKET	AFFIRMATION	INDEX	MEASURE	3 month COST £k
M1	We have memorable names for each of our services	5	No action monitor	0
M2	We have memorable brands for each of our services	5	No action monitor	0
M3	4 out of 5 prospects are aligned with our Positioning statement	1+	For 30 days ask prospects what pops into their head when they hear our "name"	0
M4	80% of prospects recognise our brands	1+	Ask 50 suspects if they recognise your brand	3
M5	We have 20 evangelists who will refer our services	1+	Approach customers for a satisfaction ranking then propose evangelism	0
M6	We have tribe of 500 followers on Linked-In Group	1	Blog weekly to the group	0
M7	We have 20 endorsements on our web site that we refresh monthly	1+	Approach customers asking for an endorsement	0
M8	80% of our clients return to us for more services	1	Ask accounts to keep a historical customer log	0
M9	We have 50 quarterly client reviews in backlog each year	1	Measure for M10 should impact this	0
M10	We have a web site that generates 100 new leads every year	1+	Ramp up on-line marketing. Make sure web site is on all documentation	4
M11	40% of all visitors to our web site stay for > 1 minute	3+	Check weekly Analytics reports. Use Blogs in M6 on web site	1.5
M12	Our web site is optimised for sales and lead generation	5	have the web site audited quarterly	0.5
M13	We have 500 members in our LinkedIn Group	1	Measure for M6 should impact this	0
M14	We blog to our on-line community every week	1+	Measure for M6 should impact this	0
M15	We have 4 videos on our web site explaining our services refreshed quarterly	1	Make four 2 minute videos	1.5
IP				
IP1	All our material is copyright	5	No action monitor	0
IP2	We have trademarks for our brands in the territories where we operate	5	No action monitor	0
INFRASTR				
I1	We have a family culture that makes us a cohesive team	5	No action monitor	0
I2	Our management philosophy is set out on the wall in every office	4+	No action monitor	0
I3	Our IT systems have increased our productivity by 50%	1+	Do an audit of IT systems ranking out of 5 for fit-for-purpose	0
I4	We have documented business processes we always follow	1+	Do an audit of business processes ranking out of 5 for fit-for-purpose	0
I5	We have minimal contracts so we are easy to work with	5	No action monitor	0
I6	Our web site is SEO we have an SEO audit every quarter	5	No action monitor	0
I7	We use Hootsuite to manage our social media efficacy	1	Decide to trial Hootsuite	0
HUMAN				
H1	We have a list of work related competencies and all staff tick all boxes	5	No action monitor	0
H2	Our staff all have 3 years' experience in our sector	5	No action monitor	0
H3	We are a highly creative team	5	No action monitor	0
H4	100% of our staff are passionate about the quality of the service we provide.	5	No action monitor	0
TOTAL				10.5

Figure 12.8 Brownbank Measures with Actors assigned

MARKET	AFFIRMATION	INDEX	MEASURE	ACTOR	REVIEW	3 month COST £k
M1	We have memorable names for each of our services	5	No action monitor			0
M2	We have memorable brands for each of our services	5	No action monitor			0
M3	4 out of 5 prospects are aligned with our Positioning statement	1+	For 30 days ask prospects what pops into their head when they hear our "name"	GERRY	45 DAYS	0
M4	80% of prospects recognise our brands	1+	Ask 50 suspects if they recognise your brand	ALISON	45 DAYS	3
M5	We have 20 evangelists who will refer our services	1+	Approach customers for a satisfaction ranking then propose evangelism	GERRY	45 DAYS	0
M6	We have tribe of 500 followers on Linked-In Group	1	Blog weekly to the group	JAMES	45 DAYS	0
M7	We have 20 endorsements on our web site that we refresh monthly	1+	Approach customers asking for an endorsement	ALISON	45 DAYS	0
M8	80% of our clients return to us for more services	1	Ask accounts to keep a historical customer log	PAT	10 DAYS	0
M9	We have 50 quarterly client reviews in backlog each year	1	Measure for M10 should impact this			0
M10	We have a web site that generates 100 new leads every year	1+	Ramp up on-line marketing. Make sure web site is on all documentation	ALISON	10 DAYS	4
M11	40% of all visitors to our web site stay for > 1 minute	3+	Check weekly Analytics reports. Use Blogs in M6 on web site	ALISON	45 DAYS	1.5
M12	Our web site is optimised for sales and lead generation	5	have the web site audited quarterly	ALISON	45 DAYS	0.5
M13	We have 500 members in our LinkedIn Group	1	Measure for M6 should impact this			0
M14	We blog to our on-line community every week	1+	Measure for M6 should impact this			0
M15	We have 4 videos on our web site explaining our services refreshed quarterly	1	Make four 2 minute videos	ALISON	45 DAYS	1.5
IP						
IP1	All our material is copyright	5	No action monitor			0
IP2	We have trademarks for our brands in the territories where we operate	5	No action monitor			0
INFRASTR						
I1	We have a family culture that makes us a cohesive team	5	No action monitor			0
I2	Our management philosophy is set out on the wall in every office	4+	No action monitor			0
I3	Our IT systems have increased our productivity by 50%	1+	Do an audit of IT systems ranking out of 5 for fit-for-purpose	PAT	45 DAYS	0
I4	We have documented business processes we always follow	1+	Do an audit of business processes ranking out of 5 for fit-for-purpose	PAT	45 DAYS	0
I5	We have minimal contracts so we are easy to work with	5	No action monitor			0
I6	Our web site is SEO we have an SEO audit every quarter	5	No action monitor			0
I7	We use Hootsuite to manage our social media efficacy	1	Decide to trial Hootsuite	ALISON	45 DAYS	0
HUMAN						
H1	We have a list of work related competencies and all staff tick all boxes	5	No action monitor			0
H2	Our staff all have 3 years' experience in our sector	5	No action monitor			0
H3	We are a highly creative team	5	No action monitor			0
H4	100% of our staff are passionate about the quality of the service we provide.	5	No action monitor			0

Figure 12.9 RAPIDSCAN Phased measures

	Asset	Active date	Index now	Measure	Actor	Review Date	
M1	Memorable Names	4/18	1	Workshop	James	8/18	
M2	Brand Recognition	6/20	1	Branding Work	Bella	8/20	
M3	Positioning Company	4/18	1	Follow M2	Bella	8/18	
M4	Positioning Product Line	8/18	1	Commence promotion	Bella	1/19	
M5	Low Bounce	4/18	1	Web site Audit for SEO	Bella	8/18	
M6	Web site	12/18	1	As above	Bella	8/19	
M7	Endorsements P1	4/18	1	Identify 3 potentials	James	12/18	
M8	Endorsements P2	8/19	1	As above	James	1/20	
M9	Endorsements P3&P4	10/20	1	As above	James	1/21	
M10	Evangelists P2	3/20	1	Research KOLS	James	6/20	
M11	Evangelists P3&P4	12/21	1	Research KOLs	James	3/22	
M12	Tribes	4/18	1	Find LinkedIn groups	James	8/18	
M13	Brand Recognition	4/18	1	Blogs and Linked in	James	8/18	

Figure 12.10 RAPIDSCAN Target with Phased Market Assets

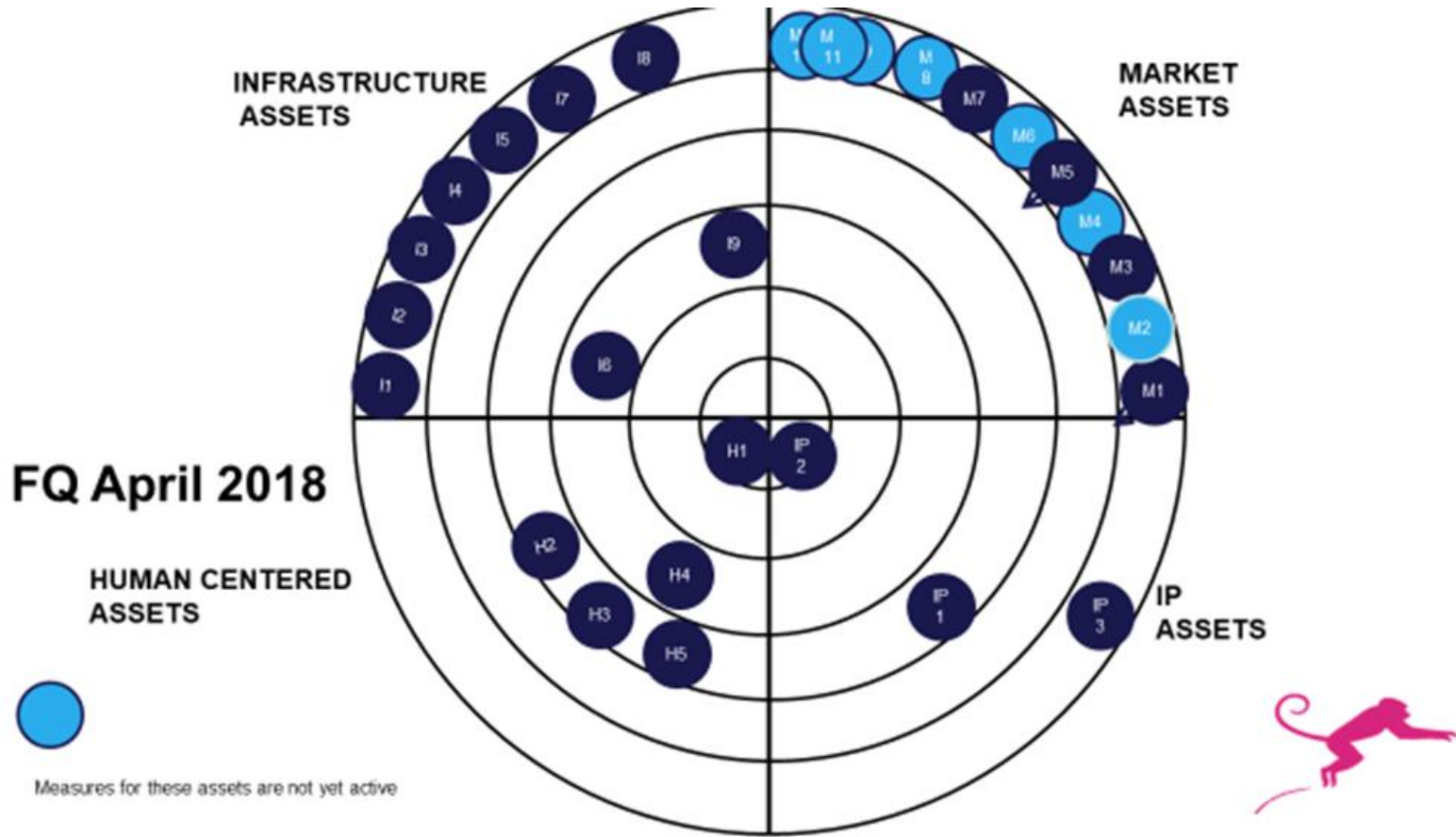
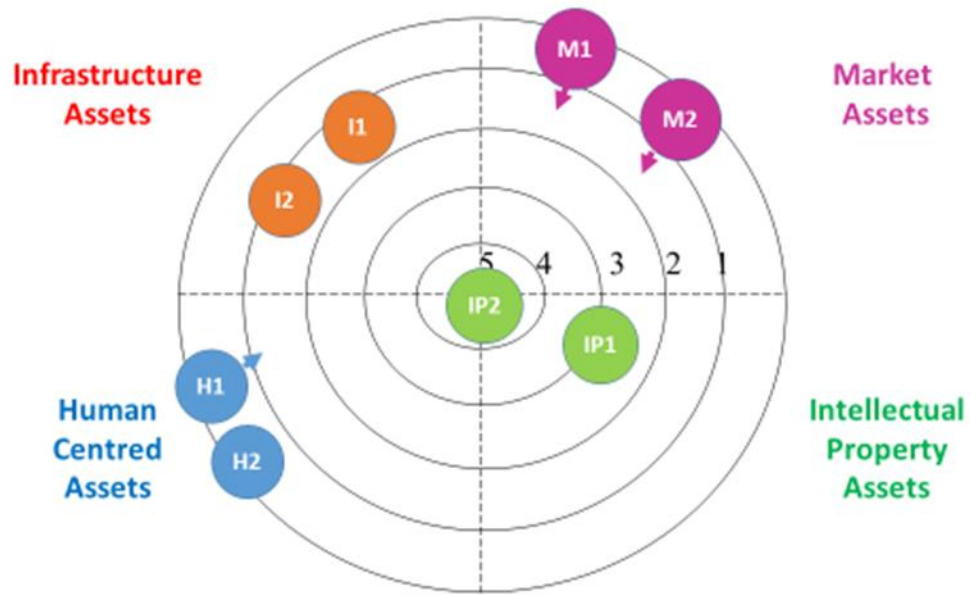


Figure 13.2 Colour Coded Target

The Target



1	2	3	4	5	6	7	8	9	10
ID	Asset	Affirmation	DT goal	Current status	Measure	Current Index	Actor	Review period	Budget
M1	Brand recognition	80% of prospects recognise our brand	80%	<10%	Mail chimp promotion	1+	Hayley	45 days	zero
M2	Low bounce rate	>2 minute visit	50%	<30 seconds	Add video content Add free offers	1	Hayley	45 days	£5,000
M3									
M4									

Figure 13.3 Workbook Market Centred Assets

Human Centred Pages

ID	Asset	Affirmation	DT Goal	Current Status	Measure	Current Index	Actor	Review period	Budget
H1	Passion	All employees are passionate about product quality	100%		Print name of employee who assembled on product packaging	1+	James	45 days	Zero external cost
H2	Work related competencies	All employees know how to assemble our product	100%		Introduce product assembly into initiation process	1	James	45 days	Zero external cost
H3									
H4									

Figure 13.4 Human Centred Assets

Intellectual Property Pages

ID	Asset	Affirmation	DT index	Current Status	Measure	Current index	Actor	Review Period	Budget
IP1	Patents	All products are protected by 3 patents	100	Most protected by 2	Get patent education for engineers from our IP lawyers	3	Annie	45 days	Zero external cost
IP2	Trademarks	All brands are trademarked	100		none	5	Annie		£4,000
IP3									
IP 4									

Figure 13.5 Workbook Intellectual Property Assets

Infrastructure Pages

ID	Asset	Affirmation	DT index	Current Status	Measure	Current index	Actor	Review Period	Budget
I1	Standards	We have FDA approval for X	100%	In process 1 years to go	Complete approval in 12 months	3+	Toby	monthly	£150K
I2	Standards	All Databases are GDPR compliant	50%	Process underway	Complete opt – in scheme	3+	Toby	Monthly	Zero external cost
I3									
I4									

Figure 13.6 Workbook Infrastructure Assets