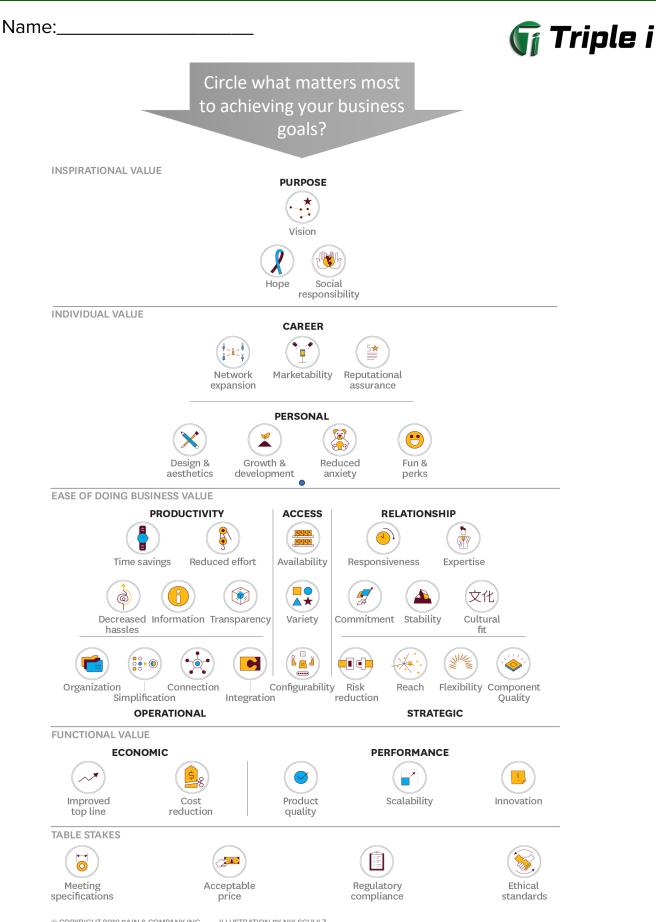
## **DISCOVERY: BUSINESS DRIVERS**



© COPYRIGHT 2018 BAIN & COMPANY INC. ILLUSTRATION BY NIK SCHULZ FROM "THE B2B ELEMENTS OF VALUE," BY ERIC ALMQUIST ET AL., MARCH-APRIL 2018

## DISCOVERY: CURRENT SITUATION

Name:\_\_\_\_\_

WHAT WORKS WELL NOW	ISSUES YOU WANT SOLVED



Name:

