

Action Guide

450: The process that makes Thrive Market thrive

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Application Questions

1. What is the mission of your organization and is it well understood?
2. What is the vision of your organization and is it well understood?
3. How do the mission and vision drive your product innovation strategy?



Actions to Take

What to Do Now

- Ensure you understand your organization's mission, including the definitions of key words in the mission.
- Determine how you measure progress toward the goals of your mission.

What to Do Soon

- Ensure you understand your vision and how it influences product strategy decisions.
- Be able to draw a straight line from your daily work to your strategy, vision, and mission. If you are not sure about this, talk to a team member or product leader.