

DESIGN YOUR CORE

Define the essential elements that drive your impact and sustainability.



CORE INGREDIENTS		NON-ESSENTIAL INGREDIENTS
Elements that you absolutely need to have to achieve your intended impact		Elements that are not contributing to achieving your intended impact
Your answers here...	Can this essential element be flexible? If yes, how?	
X		

TIP:

Think of it like a pizza! For example, your pizza's essential ingredients may include tomatoes and cheese but what type of cheese used can be flexible. For example, others recreating your pizza may choose to use Mozzarella or goats cheese but this will still create the same intended impact of creating a delicious pizza!