



THE ONE-HOUR STRATEGY

RESOURCE PACK
TWO



THE SIX MS
6M MODEL



THE SIX MS OF STRATEGY

M1: Magic.

The products and services that we offer and what they do for our customers.

M2: Market.

The customers whose needs we serve and the alternatives we compete against.

M3: Means.

The assets and capabilities that we and our partners can bring to the table.

M4: Money.

The way and amount of revenues we generate versus the costs and risks we have.

M5: Meaning.

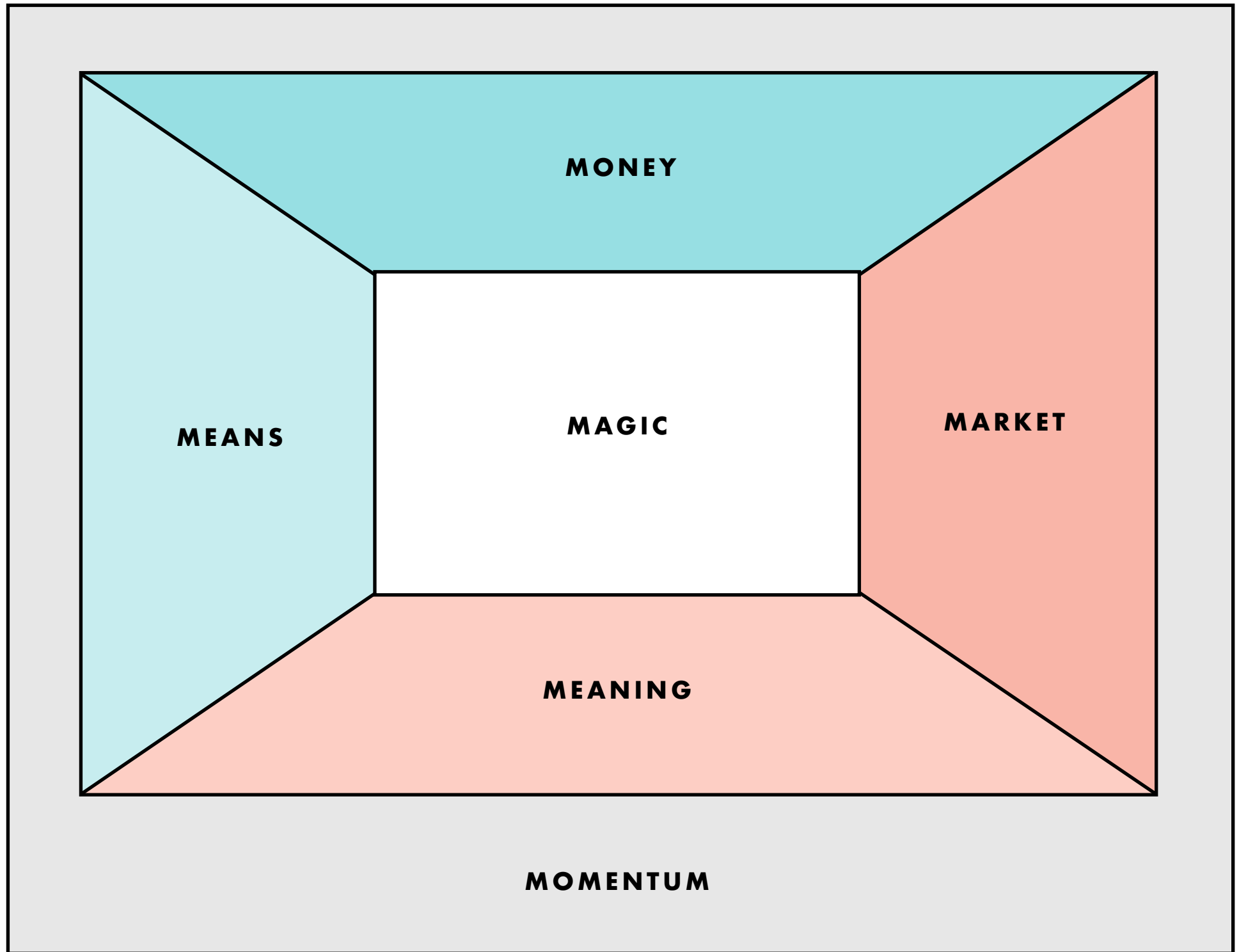
The things that we find most important and to which we most aspire.

M6: Momentum.

The factors outside our control that help or hinder us in what we do.



THE 6M MODEL





I AM JEROEN KRAAIJENBRINK

My belief is you are the expert in your line of business. What I do is listen and engage in a focused and structured dialogue where all viewpoints converge to help you find the answers.



Learn more on www.jeroenkraaijenbrink.com



Schedule a meeting with me on [Calendly](#)



Send me inquiries at jeroen@jeroenkraaijenbrink.com



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