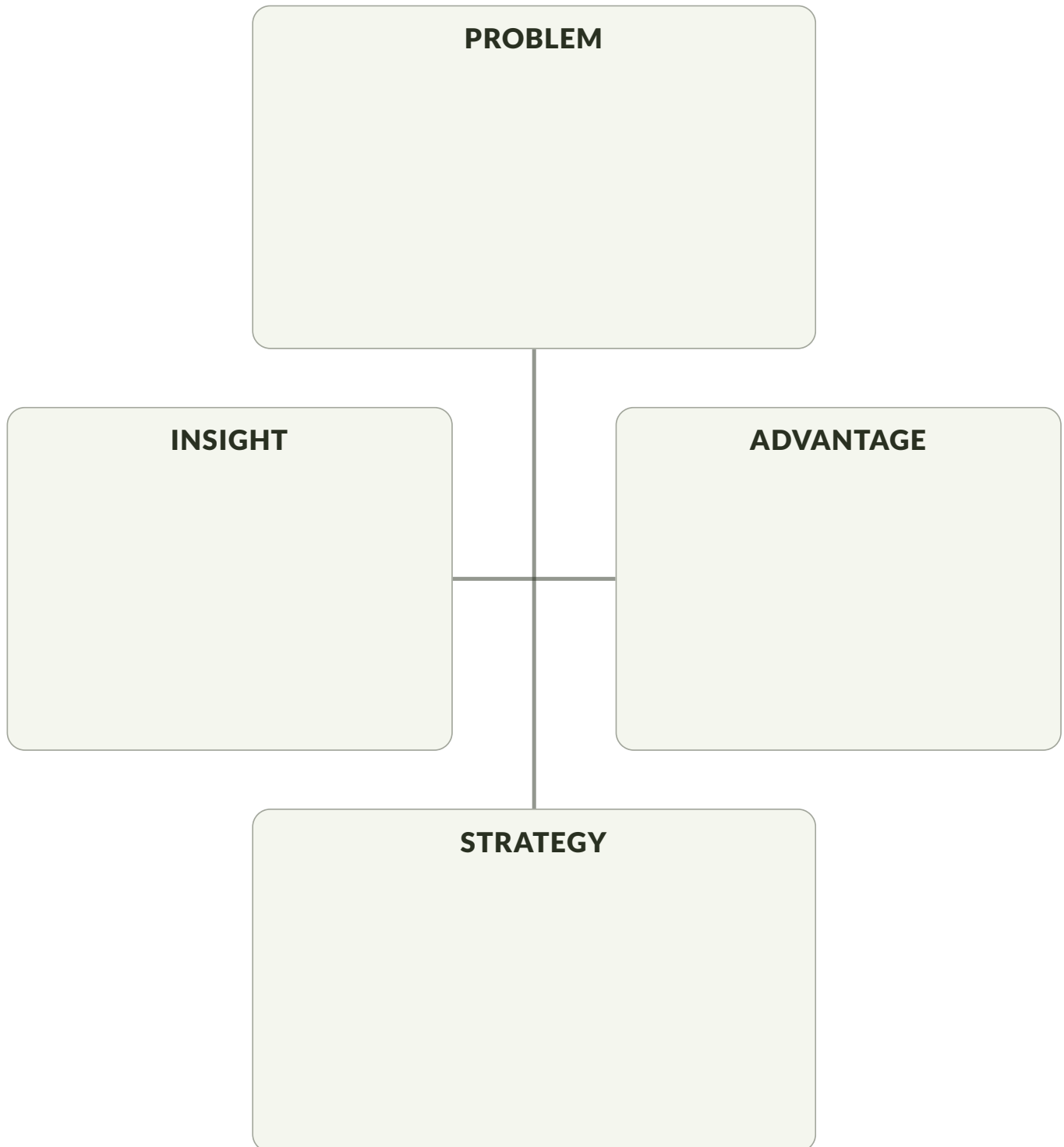


4 Points Strategy

A strategy compression tool: problem, insight, advantage and one sharp strategy sentence, all on a single page.

Origin: Mark Pollard



- **PROBLEM:** The human tension behind the business challenge, written in the customer's voice with no brand name or metric.
- **STRATEGY:** One sharp sentence under fifteen words that collides the insight and the advantage to solve the problem.

- **INSIGHT:** The unspoken why that reorganises the problem - a behavioural truth that feels a little too honest to say out loud.
- **ADVANTAGE:** The specific, real thing the brand can do today that the insight just made relevant and motivating.