

momentum builder

BRAND BUILDERS

end of the year checklist:

-  **Define and align on the vision and priorities of business goals with management team.**
-  **Gather the information and insights needed to mitigate risk.**
-  **Develop the short and long-term strategies necessary for growth—including roadmaps, key milestone, and schedules.**
-  **Build a realistic budget for next year.**
-  **Create tools to communicate the vision and strategy to the cross-functional teams needed for execution.**
-  **Enter 2025 with momentum.**