What does the entity/team deliver?

How – what ingredients and activities are required to deliver?

Who is involved

Who benefits from what we do?

Who pays for what we do?

Why does it do what it does – what is it trying to achieve?

Why is it trying to achieve that (why do we exist)?

What position does the entity want to occupy in the market or inside the business?

How does it want to be perceived?

What does it stand for?

What were the defining events that got us to this point?

What are the top 3 challenges/issues or opportunities facing us?

What and how do we need to change?