



Source research for the Line of Sight Business Assessment¹

A collaborative development effort of Craig Britton, SwitchTrack and Bill Howe, Growth Engine Group.

The *Line of Sight Business Assessment* is a concise measure of current performance on those critical practices that lead to business success. It also highlights practices that are underperforming, and shows the precise actions and priority order for improving them.

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Craig Britton is the founding partner of SwitchTrack, experts in building clarity and effectiveness in a company's competitive strategy, strategy implementation, and go-to-market tactical productivity. In his 30 years as a business leader and advisor, Craig has led development of over \$1.5 billion in new revenue growth.

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