

What defines M is Good is our Process. Our process helps you define your passion, purpose, and vision backed by a strategy to help you achieve it.

## **1. Destiny**

Your DNA is Your Destiny

## **2. Vision**

A Clearly Written Image of Your Future

## **3. Strategy**

Developing a Strategic Plan of Action

## **4. Brand**

Build Your Brand Through All Touchpoints

## **5. Communicate**

Marketing Your Vision and Your Brand

## **6. Think**

Continually Reflect on All 5 Steps

## **7. Action**

Always Move Forward