

<b>SOFT Report</b>	
<b>Successes</b>	<b>Failures</b>
<p>What have we done well?</p> <p>What are we proud of?</p> <p>Where did the customer say good job?</p> <p>Where did we achieve what we planned to do?</p>	<p>Where did we make a mistake?</p> <p>Where did a customer complain?</p> <p>Where did we not achieve what we planned to do?</p> <p>What are we embarrassed about?</p>
<b>Opportunities</b>	<b>Threats</b>
<p>What could we do better?</p> <p>Where can we improve?</p> <p>Where is the gap in the market?</p> <p>How could we improve the measures?</p>	<p>What have we learnt that is a concern?</p> <p>What are we worried about?</p> <p>What has are competitors done?</p> <p>Where is the next big problem?</p>



Improve



Grow



Train