

Business CT Scan

** The Business CT Scan was created by Brad Closson of Connective Management*

“WHY” Tool:

- Figuring out the heart of a company or team
- Getting past the “What” and “How”
- Helps to clarify other decisions

CT SCAN:

- SWOT Style strategic tool
- Allows the strategists to key in on issues
- Directs a more rounded assessment
- Roadblocks and pain points become readily apparent
- Allows the stakeholders to set priorities on the key issues

