

Hedgehog test tool			
	Will this help us to live our Core Purpose?	Will this help us to deliver on our Brand Promise?	Will this help us improve our Profit per X?
<i>Example Widgets</i>	4/5	3/5	5/5
Product 1  <i>Plastics for auto</i>	2/5	4/5	3/5
Product 2  <i>Cardboard</i>	3/5	4/5	3/5
Product 3  <i>Printed parts</i>	5/5	5/5	5/5
Service 1  <i>Consulting for marine</i>	4/5	5/5	5/5
Service 2			
Service 3			