

Give  
80%  
rule

# SMART SEGMENTATION

| name         | code | %      | description                                                                                                                         |
|--------------|------|--------|-------------------------------------------------------------------------------------------------------------------------------------|
| Leading      | L1   | 5-10%  | Stellar <ul style="list-style-type: none"> <li>- trust</li> <li>- health</li> <li>- multiplication</li> <li>- innovation</li> </ul> |
| Living       | L2   | 5-20%  | Stable <ul style="list-style-type: none"> <li>- vital</li> <li>- healthy</li> <li>- not cutting edge</li> </ul>                     |
| Longing      | L3   | 5-20%  | Stuck & Know it <ul style="list-style-type: none"> <li>- internal focus</li> <li>- ready to learn</li> </ul>                        |
| Lagging      | L4   | 25-40% | Stuck is Normal <ul style="list-style-type: none"> <li>- internal focus</li> <li>- unhealthy</li> <li>- apathetic</li> </ul>        |
| Languish-ing | L5   | 25-40% | Sick <ul style="list-style-type: none"> <li>- unhealthy</li> <li>- deep decline</li> <li>- conflict</li> <li>- mistrust</li> </ul>  |
| * Launch-ing | L0   |        | Start-up <ul style="list-style-type: none"> <li>- Becomes L1-L5 in 18 months</li> </ul>                                             |