

# WISP TO FISP CHECKLIST

WHO

YOUR DESIRED BUSINESS STRATEGY

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- OFFENSE / PROACTIVE
- DEFENSE / REACTIVE

WHAT

YOUR DESIRED BUSINESS STRATEGY

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- LOWEST COST
- HIGHEST QUALITY

WHERE

YOUR DESIRED BUSINESS STRATEGY

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- CURRENT FOOTPRINT
- EDGE OUT
- WHAT MAKES THE MOST SENSE?

# WISP TO FISP CHECKLIST

WHEN

YOUR DESIRED BUSINESS STRATEGY

---

- FINANCIAL FEASIBILITY
- IS IT TIME TO UPGRADE?
- IS THERE COMPETITION?

WHY

YOUR DESIRED BUSINESS STRATEGY

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- DOES THE BUSINESS CASE "WORK"?
- ECONOMICS, RATE OF RETURN...
- IS FUNDING AVAILABLE?

HOW

YOUR DESIRED BUSINESS STRATEGY

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- FUNDING
- TIMING
- MANAGEMENT