

Start Doing

- Building a New stadium at BMD
- Groom Mangers (all types) for the future
- Buy players with the skill to beat a man
- Learn to utilise the brain power of 40,000 fans
- New Everton song/chant for new stadium/chapter

Operational Performance

- League position YoY
- European qualification
- Cups won
- Average attendance
- Goals scored
- Goals conceded
- Average possession



Stop Doing

- Losing to Liverpool
- Buying No.10's

Community & Engagement

- No. of fan engagement in the year
- No. of KPI updates to fans in the year
- £'s invested or raised for community projects in the year



VALUES



THE WORLD BEST AT

- Youth acquisition & development
- Community support
- Stadium atmosphere
- Back room set-up

IDENTITY



ECONOMIC ENGINE

- European football
- TV & Premiership
- Net transfers
- Gate Receipts
- Sponsorship / Hospitality
- Merchandise

SUSTAINABILITY

RAISON D'ETRE

- Winning
- Skill
- Effort & commitment
- Fans
- Community



Financials

- Net profit
- Revenue YoY growth
- Projected 3 year revenue vs costs

Sustainability & Future Development

- Average age of 1st XI
- No. of U23's on loan at top flight leagues
- £'s invested in new players YoY
- Length of tenure of existing manager
- No. of future managers groomed
- £'s Invested in brand development YoY
- Growth in fan base - Forecast size



Do More

- Send youth to top flight European leagues
- Investment in the acquisition of upcoming youth players
- Communication to fans, particularly around KPI's
- Have more directors to improve depth of leadership
- Fan engagement initiatives
- Entertainment and quality food and drink around the stadium
- Development of International brand
- Corporate facilities

Do Less

- Selling of best players to top 5 teams - must build around a core
- Purchases for 1st XI to no more than 3 per season
- Moshiri interviews on Sky Sports
- Kit changes

Our VISION is to be recognised globally as both a world class team performing every season in European competitions but also the best club in the world at supporting our local community and international fan base