



STRENGTHS / CORE COMPETENCIES

What are the primary **internal** capabilities of the organization that you would consider the secret sauce that makes us great and that we do better than anyone or most everyone else. Here is the test for capabilities making this list:

- » Our competition would want to replicate it and would have difficulty doing so.
- » It can be reused widely for many products and markets.
- » It must contribute to the most important benefits and values of our products and services in the eyes of our customer. In other words, it contributes to our key differentiating activities.

WEAKNESSES / CAPABILITIES

What are the **internal** weaknesses of our organization that are holding us back? These likely have and will take tremendous effort to change and address. What are the internal capabilities of other organizations that you would love to replicate or steal? They may be best demonstrated by other industries rather than your own.

EMERGING TRENDS

What are the top **external** emerging trends (in technology, customers, revenue, industry developments, best business practices, competitors, relationships, distribution, product innovation, markets, consumer and social trends) within our industry or environment, which are affecting or may affect our business, either positively or adversely, and should be discussed among our leadership team because they may require us to change in:

- | | |
|----------------------|--------------------------------|
| » Capabilities | » Product and services offered |
| » Distribution model | » Customer acquisition model |
| » Cost structure | » Geographic expansion |
| » Partnerships | » Market segmentation |
