



Pre-Strategy Questions

Strengths, Weaknesses, Opportunities, Threats, and Trends (SWOTT)

1. Strengths: What are three (3) things our business does well? Think competitive advantages; internal competencies; and tangible assets.
2. Weaknesses: That are three (3) things our business lacks? Think about resource limitations; asset deficiencies; and things that other businesses do better than us.
3. Opportunities: What are three (3) areas, ideas, or gaps that we should explore? Think about emerging demand for our products or services; gaps in the market; and positive media/branding opportunities or stories we could tell.
4. Threats: What are three (3) things we need to be aware of to avoid an adverse impact to our business? Think about emerging competition; changing regulatory environment; and changing customer attitudes towards our business.
5. Trends: What are the changes in technology, distribution, product innovation, markets, consumers, decision makers, and social trends locally and around the world that might impact on our industry or business?

Think Big

6. If we had to start our business from scratch next year, what would we do differently?
7. If you were the Director of our business for a day, what are the top three (3) decisions you would make?

Values (The Rules of Engagement)

Values are the guiding principles your company lives by and which enable powerful decision making.

HINT: When you are answering the next three (3) questions, think beyond the typical 'honesty', 'integrity', etc and think about what truly defines your company).

8. What values do you perceive the business as holding fundamental (i.e. we stick to them even when you are not rewarded for them)? Try to list between 5 and 10.
9. What values do our customers say they like most about dealing with our business?
10. List 5 characteristics that a new team member would need to display to 'fit in' to our values and culture.