

Tool: Strategic Positioning

Use the instructions below to try out the tool.

What?	Who?	How?	Why?	What If?
<p>Write down a description of the products and services you provide.</p> <ul style="list-style-type: none">- What are the products used for?- What do you do for your customers?	<p>Write down a description of whom you create value for.</p> <ul style="list-style-type: none">- Who are your customers?- What target markets and segments do you focus on?	<p>Write down a description of how you operate your business today.</p> <ul style="list-style-type: none">- Key processes- External partners and suppliers- Revenue model (who pays for what)- Cost drivers	<p>Write down a description of why you are competitive in your industry.</p> <ul style="list-style-type: none">- Why do your customers buy from you?- How would you define your value proposition?	<p>Write down a description of how your business is changing in response to:</p> <ul style="list-style-type: none">- Regulation- Competitive threats- Technological breakthroughs- Consumer shifts- Internal challenges