

- **Competition Analysis**
- **Messaging & Positioning**
- **Business Development**
- **Planning & Execution**

- **Competition Analysis**
  - Identify your top 5 Competitors
  - Do you Understand them?
  - *Their* Strengths, Weaknesses
    - Respect their Strengths. Exploit their Weaknesses.
  - *Your* Opportunities, Threats
    - Their Weaknesses give you what Opportunities?
    - How do their Strengths Threaten you?

- Messaging & Positioning
  - What are your Target Markets? Why?
  - How clear is your Messaging?
    - Read it again. Is it truly Clear & Compelling?
  - Who buys *your* solutions? Why?
    - What Pains do you address? Is it communicated?
  - Analysts? PR? Prospects? Customers?
    - Do you have focused messaging for each audience?

- **Business Development**
  - **What Markets are you active in? Why?**
    - What is the Risk to Return ratio?
  - **What are the Market trends?**
    - Is your market changing? Are you ready?
  - **Where & Who is your Competition?**
    - Are you in the most profitable markets?
    - Can you measure the Market Potential?

- **Planning & Execution**
  - **What's your Business Plan? Why?**
    - Who set the Objectives? Are they feasible?
  - **Balance of Business to Technology**
    - Are you Planning for Growth or Survival?
  - **Execution of Plans**
    - What is the Timeline? What are the Expectations?
    - Is your Management Team Empowered to Succeed?

*"Automating Success"*

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