

## **STRATEGIC THINKING AND LEADERSHIP– HOW TO MOVE YOUR BUSINESS FORWARD\***

**THINK BEFORE YOU ACT** : Precursor to business action is business thinking:

- What is your vision for your business? Do you know what is working, what is not? What is threatening your business? What is working? Any anomalies in your current business- positive or negative (More of an internal look)
- Look outside your business- what do your customers think about your products & services? Do you know what your customers want ? How do they use your products?
- What need does your business fill in the market?

### **FOCUS ON THE POSITIVE!**

- What are you good/great at ?? Identify all the possibilities
- Aggregate the list and group the responses into categories: Is it product? Service? Best Pricing? Unique niche?
- Would your clients agree? Would they pay for your best services?
  - o Identifying unique strengths that generate \$\$\$
  - o Are you charging for those services???
  - o Are these “standard” or premium in your business??

### **COMPETITIVE ANALYSIS: REVIEW OTHER IN THE MARKET IN THE SAME WAY AS YOU REVIEWED YOUR BUSINESS**

### **THE DATA DOES NOT LIE**

- Look at your performance indicators (financial, sales, customer retention/loss)
- Do the numbers support your analysis for your business
- Can you see patterns in your industry?

### **DECISION TIME**

- Define your goals from your analysis- is everyone in agreement? Do you have consensus?
- Do you have the expertise in your company/business, or will you see outside help?
- Communicate your goals to your internal players, customers, business partners -ALIGNMENT IS KEY!

**be awesome because you are!**