



Strategy & Talent Worksheet For Your Business

Company Name:

Date Last Updated:

STRATEGY

1. Where would you rank your organization on its ability to differentiate itself from your competitors?

No differentiation (*Selling Vanilla Ice Cream*)

Clear differentiation (*Mint Chocolate Chip*)

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|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

2. Competence: Define why a customer/target market is going to choose you vs. your competitors.
(*Your Mint Chocolate Chip*)

3. Target Markets: Define specific companies or people that will give you business and pay for your Mint Chocolate Chip

A. Primary:

B. Secondary:

C. Geographic Target Markets

(What geographic area):

TALENT

4. Gain agreement and document your hiring process step by step and who is the owner of each step. (We strongly recommend using behavioral science)

5. Define 1 development action plan for each team member to perform at a higher level in their current position (training, coaching, conferences, seminar, book)

GOALS & ACTION PLANS

6. Define 2 to 4 goals you want to accomplish in the next 6 months and 5 or more action plans to achieve each goal with owner and due date

a. Goal #1:

- i. Write down 5 or more action plans to achieve each goal with due date and owner
-You can organize by department, if applicable, with action plans for all

- Meet monthly to review due dates and make sure action plans are getting done
- Every 6 months complete the work sheet and define new goals and 5 or more action plans to achieve them
- Increase your profits through the right plan executed by the right people – Stop Selling Vanilla Ice Cream.

Email info@smadvisors.com with any questions or for help



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