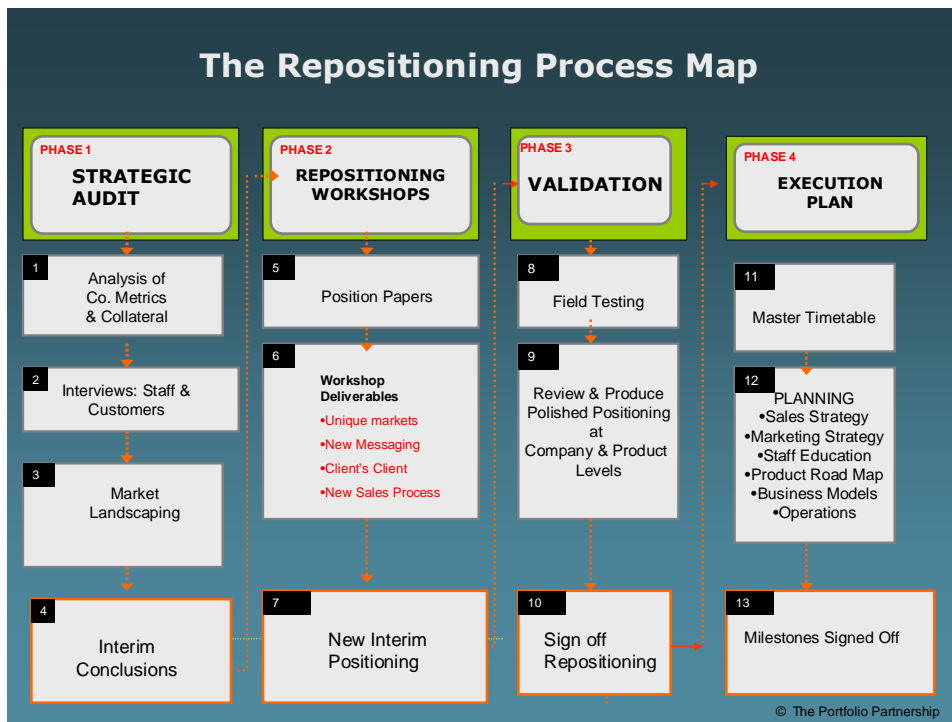


#13 Repositioning, transforming your strategy, the one page process map

In the current economic environment there is a tremendous opportunity to take a time out. To establish who you are. When you are working feverously inside your bottle it is difficult to read the label on the outside! Are you really servicing the current needs of the market? This simple process map below may help you. If executed well it should allow the management team to rebuild a vision for their company that meets the current needs of a unique market and inspires every member of staff to make a difference. Build a remarkable business that defines your unique market. Be clear on the business result you can achieve for your customer.



Guidance notes: It is important to do each phase in order and to acknowledge the importance of the signals being sent by the current market.

1	Look for signals that determine what is working and why, identify lack of focus, inconsistencies
2	Use diagnostic questions to understand what the market needs and what you are good at
3	Understand your competitors offerings and their success rate, understand macro trends and market needs
4	Draw together insightful conclusions into your current performance, articulating your current positioning
5	Each participant to a workshop is allocated a key position paper to prepare, distributing it in advance of the workshop
6	Focus on defining: Your unique market you will dominate and the secret sauce features of your solution
7	Define your new positioning, feel some passion for this vision, believe it will transform your company's future
8	Engage in deep conversations with special customers, testing your new words, your value propositions
9	Gather your feedback and fine tune your Positioning, messaging, words that will compel your customers to act
10	Spend time articulating your new new strategy at the macro level and at the micro product level
11	Draw up your master implementation plan, allocating one senior manager to be accountable for each piece
12	Build detailed roll-out plans for each key circle of influence in your company & don't forget to educate your own staff
13	Build accountability into your Complete Positioning Project & set milestones to measure success