

What Questions Do We Want Our Strategic Plan To Address?

Strategic Questions (Examples)	This Question is Important For Me To Answer? Yes or No	For Those That Are Important, Do I Already Know the Answer? Yes or No	If I Don't Have the Answer, Is it a High Priority to Answer? Yes or No
1. Are we clear on what our core competence is and how to protect it?			
2. Would our customers have difficulty replacing what we do for them?			
3. Is our best growth opportunity with Existing, New customers or both?			
4. Is our Value Proposition and Unique Selling Proposition still relevant?			
5. To enhance gross profit, is our pricing strategy or fulfillment model an opportunity?			
6. Are we serving the most attractive customers (growth & profit opportunity)?			
7. Does our market have a Good, Better, Best and where are we positioned?			
8. Do we know what products/services are most/least profitable for us?			
9. Are we aware of evolving technologies (trends) that could impact our business?			
10. If we wanted to sell our business, do we know the most critical areas of our company that a potential acquirer will evaluate most closely for setting their valuation?			
11. What areas of our company are enabling our organization culture? Holding it back?			
12. What is our optimal internal infrastructure to support our plan?			
13. What should our product/services development roadmap be?			
14. Should our growth be organic and/or acquisitive?			
15. Which aspects of our business warrant investment? Which do not?			
<i>Others.....</i>			