

MODULE QUESTIONS & CONCEPTS

1. DESIRED/ CURRENT STATE

Where are we today? Where do we think we are going? Where are the gaps?

2. MARKET SPACE

Market Space Mapping; Valued Chain Analysis; Trend Analysis; Core, Competency, Definition

3. OPPORTUNITIES

Criteria for Prioritisation, Opportunities for investment, which to pursue

4. STRATEGIC INTENT

5-Step Strategy, Vision/Mission, Redefine Desired State

5. AUDIENCES

Priority of Audiences, Ideal and PTB segmentation, Attitude/Behaviour / Need Segmentation

6. BRAND

Bridged Brand Position & Values, 6 Level Value Proposition & Messages

7. SALES, OFFERS, SERVICES

Sales/Buy Cycle Planning, which offers to which customers at which time, Services Packing & Blueprinting

8. ORGANISATION & ENVIRONMENT

What kind of organization do we have/want? Cultural definition, developing the organization to deliver

9. ROUTES TO MARKET

Channel Optimisation for effectiveness, Partner attractiveness & prioritization, Framework for channel management

10. INFRASTRUCTURE

What systems and processes do we need to support our plans?

11. ORGANISATIONAL DELIVERY

What do we do from here? Worksteams, tasks, timings, etc.

12. PERFORMANCE MEASURE & TRACKING

How do we measure success? How do we get the data Who needs it when?