

DIALECT

Strategic Planning Preparation

Signature Strength

Signature Strength - How are we better than our competition in a way that engenders loyalty over the long term?

- I. What are your organizational strengths? How have you confirmed these with customers, employees, suppliers, and other stakeholders?
- II. Which strengths are most relevant to your customers? How have you confirmed this with your customers?
- III. Which strengths are the most relevant to solving the most challenging problems your customers will face over the next 5 to 10 years?
- IV. Who is your competition?
- V. Which of these strengths (answers to III.) are not easily matched by your competition?
- VI. Of these strengths (answers to V.), is there one that is something only your organization does (i.e. is it a unique strength)?
- VII. If there are no answers to VI, which of the strengths of V are you better at than your competition?
- VIII. Which of the strengths of VII can you sustain over the long term? Is this strength more of an aspiration than a current, sustainable strength?

Using these 8 questions will bring you closer to an understanding of your signature. You'll also want to pressure test it with some "devil's advocates" and find ways to confirm its relevance to your customers.

