Out of the Box

1. What can I do to create vs. fight over demand?

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1. What BUSINESS am I in vs. what PRODUCT do I sell? What does my product or service “offer” the consumer (feelings)?

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1. What are my under utilised assets or strengths?

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1. What if my competition was not my benchmark? What can I do to make the competition irrelevant by creating a leap in value and experience for the consumer/buyer?

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1. What are some unexpectedly good things that have happened and what can I do to water or fertilize those?

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1. What are the businesses I admire or enjoy doing business with doing and what can I do to replicate this experience?

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1. What can I innovate to better meet my ideal customer’s needs/wants?

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1. What is the culture of my business? How does it need to change?

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1. What are the opportunities I am seeing in the market and how can I begin to drive my business in that direction?

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1. What needs to happen (specifically) for me and my business to be in the top 10% in my field/industry?

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1. What are my “leading” indicators to growth?

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1. Where is there a niche of “compromised” customers who are displeased with the industry standard?

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1. Who are my best or core customers and what can I do to show them love?

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