

COMPETITIVE ADVANTAGE REFLECTION QUESTIONS

Competitive advantage is as difficult to discover as it is to articulate and defend. Below is a selection of critical thinking questions designed to help you uncover your potential unique, sustainable competitive advantages.

Work through these challenging open-ended questions to uncover what your competitive advantage may be. Use your responses to identify ways to live and measure that competitive advantage.

- What are the core activities that make up your business? Core products, services, audiences and problems you solve.
- Who are the people the brand was created to serve? Are they in certain industries or do they hold certain job titles? How do you reach them where they are?
- What do your customers value? What do your potential customers, or a specific segment of them, want or need? How does your brand, product or service solve that need? What do you enable them to do?
- What keeps them up at night? What problems do they have to solve, or decisions do they have to make that you can help with? What are points of friction or frustration that you or your business are uniquely equipped to alleviate?
- When customers have a huge range of choices, why should they choose you? What would they do if you didn't exist?
- How does this affect existing ways of working? What changes do you need to make to how you operate to live it fully?
- What are some things you *won't* do in support of your purpose? What are things you will choose not to focus on so you can focus on others? What are things you will actively avoid?
- What team members can you bring together from across functions to activate this competitive advantage?

- How will you prove your commitment to the competitive advantage outside the organization with your customers? What does proof look like?
- What indicators can measure how you're putting your competitive advantage to work in action? What does "winning" look like? What is the current baseline for how you and the competition are doing?