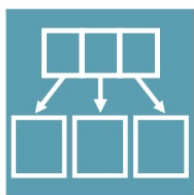


Outthink the Competition

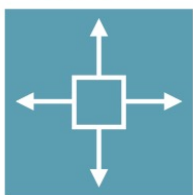
IMAGINE



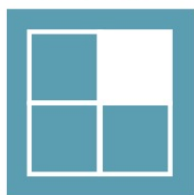
DISSECT



EXPAND



ANALYZE



SELL



1	Imagine: What is your goal?
Mess:	
Long-term trends:	
Long-term ideal	
Near-term ideal:	

2	Dissect: Where to focus?
Leverage point	Description
Position	The core customer we serve, what need we meet with what value proposition and brand attributes
Product	What our solution is, where we outperform and where we underperform
Promotion	How we communicate with users including marketing, sales, and PR
Price	How we charge, how we monetize
Place	How we deliver our product/ value proposition, through what channels
Physical experience	The user/customer experience, their journey, what they see, smell, feel, taste, or hear
Process	Our operations and processes
People	Who we hire, how we organize, what culture we adopt, and how we incentivize

3	Expand: Generate options
	<ul style="list-style-type: none"> • Next battleground? • What to coordinate? • How to create a two-front battle? • Be good? • What to add to the game?
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4	Analyze: sort and select		
Impact	High	Crazy	Winning moves
	Low	Wastes of time	Tactics
		Difficult	Easy