

Strategic Thinking Tool Set

Creating Clarity

In one sentence, describe your business, i.e. what do you do and who do you do it for?

List three (or more) factors you consider(ed) when choosing your (potential) customer (e.g. which problem are you solving?)

<i>List (be specific)</i>	<i>Why/what made you consider this option?</i>	<i>What is the outcome? Favourable/No clear results</i>
1.		
2.		
3.		

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Creating Clarity

<i>List three (or more) factors you consider(ed) when choosing your (potential) product or service offering (e.g. you have the necessary expertise)</i>		
<i>List (be specific)</i>	<i>Why/what made you consider this option?</i>	<i>What is the outcome? Favourable/No clear results</i>
1.		
2.		
3.		
<i>List three (or more) ways in which you go about dealing with your (potential) competition/competitors (e.g. your core competency/capability is superior to that of competition)</i>		
<i>List (be specific)</i>	<i>Why/what made you consider this option?</i>	<i>What is the outcome? Favourable/No clear results</i>
1.		
2.		
3.		

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List three (or more) factors you consider(ed) when choosing your (potential) marketing activities (e.g. advertising on Facebook vs. Instagram because your target market frequents the use of this social media platform)

<i>List (be specific)</i>	<i>Why/what made you consider this option?</i>	<i>What is the outcome? Favourable/No clear results</i>
1.		
2.		
3.		

List three (or more) factors you consider(ed) when choosing your (potential) team and key roles for your business (e.g. My main team members for my graphic design company consists of a Creative Director and an Illustrator because this ensures that we create the best content for our calibre of clients)

<i>List (be specific)</i>	<i>Why/what made you consider this option?</i>	<i>What is the outcome? Favourable/No clear results</i>
1.		
2.		
3.		

Strategic Thinking Tool Set

Developing Confidence

<i>List 3 (or more) details and/or trends about your industry that you KNOW</i>	<i>List 3 (or more) NEW details and/or trends about your industry</i>	
1.	1.	
2.	2.	
3.	3.	
<i>Which steps can I put in place this week/month/quarter to ensure I tackle my customer's problem more efficiently? List three.</i>		
<i>List (be specific and detailed) This Week (dd/mm/yyyy – dd/mm/yyyy)</i> _____ - _____	<i>List (be specific and detailed) This Month:</i> _____	<i>List (be specific and detailed) This Quarter:</i> Month _____ to Month _____
1.	1.	1.
2.	2.	2.
3.	3.	3.

Strategic Thinking Tool Set

Creating Time

Ask yourself: Which 20% of activities are taking up 80% of my time? List three			
Activity	Can it be eliminated? How?	Can it be delegated? How?	Can it be automated? How?
1.			
2.			
3.			
Ask yourself: Which 20% of people are taking up 80% of my time? List three			
Person/People	Can I go without seeing/spending time with this person? How?		
1.			
2.			
3.			

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Creating Time

<i>List three (or more) methods you use to create insights about your ideal customer</i>		
<i>List (be specific)</i>	<i>Why/what made you consider this option?</i>	<i>What is the outcome? Favourable/No clear results</i>
1.		
2.		
3.		