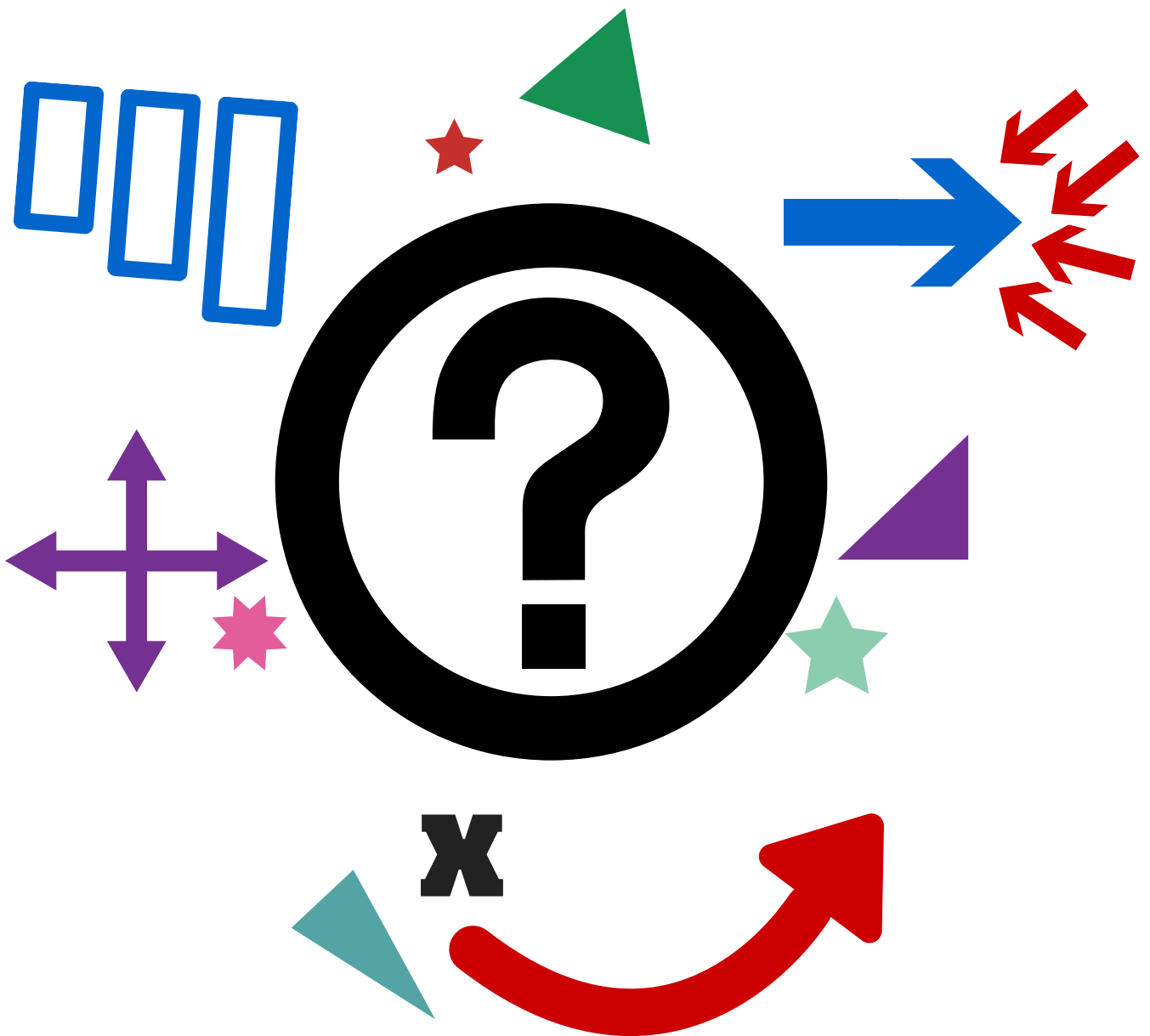


STRATEGY QUESTIONS

17 key strategy questions you need to ask



1. What business are you in?
2. Where do you make the money?
3. How good are your competitive positions?
4. Is this a good industry to be in?
5. What do your customers think about your business?
6. How do you raise profits quickly?
7. How do you build long-term value?
8. What do you do differently from other businesses?
9. What investments underpin your differences?
10. What are your key sources of competitive advantage?
11. What do you need to do to make a difference?
12. What must you keep?
13. What must you lose?
14. How could you simplify your business so that you could raise value by at least 50%?
15. Isn't your strategy rather complex? Aren't all great strategies very simple?
16. Does head office/administration destroy more value than it creates?
17. What is the key idea, your business concept?