

# Jump Start Success in 2019

## 6 Steps for Executive Teams

Use this worksheet to guide your 2019 strategy planning

### Step 1: Define the market and segment the customers/prospects:

What is the overall market frame of reference?  
Within that market, who are the different groups/segments of customers and prospects that will drive your business in 2019?  
Which customers offer growth in sales, mix and profits?  
Which are in maintenance mode?  
Should any be allowed to exit or decline?

### Step 2: Examine your value proposition/offer/positioning:

How well does your company meet the needs of these customers when compared to competitors?  
Is your assessment based on Internet research or actual customer feedback?  
How much of their spending/wallet does your organization capture?

### Step 3: Analyze competitive value proposition/offer/positioning:

Where does the competitor outperform or underperform?  
What is their positioning and how are we differentiated from that?

### Step 4: Complete a SWOT analysis:

What are the organization's most important Strengths, Weaknesses, Opportunities and Threats? This is often used to summarize organizational perspective and suggest focus.

### Step 5: Identify actions that deliver value and innovation to customers:

At the end of the day, all customers really see is the action, not the value proposition. Accordingly, what are the cross-functional actions (e.g., products, services, marketing messages, sales initiatives, billing initiatives, distribution initiatives, R&D initiatives) that deliver value to customers?  
Which need investment in 2019 and which do not?  
What is the estimated value of each?

### Step 6: Partner to deliver actions:

Are there partnering opportunities to deliver actions?  
What is the estimated value?

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