

## BreakAway Move Discovery Questions



1 - Where will the next battle be won?

2 - What has been tried before either internally or by competitors but did not work?

3 - What two existing things can you put together to create something unique?

4 - What companies already have a trust relationship with your prospects?

5 - Is there a way to coordinate the uncoordinated?

6 - What can you own or control? What can you do to create roadblocks for future competition?

7 - If you were to acquire another company, who would it be and why?

8 - What are the bottlenecks in your industry? How can you turn them into strategic advantages?

9 - What are the 3 Brand Promises you can out execute the competition on?

10 - If you were to create a company from scratch to compete directly with your existing company, what would it be?