

Strengths, Weakness and Trends



Worksheet Purpose:

To get the team above the tree line and in the right mindset for Strategy discussions.

Global Trends

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| What are the significant trends going on the world around us. What are the advancements in technology, distribution systems, marketing, social media, business models, industry specific changes that could impact the business? | |
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Inherent Strengths / Core Competencies

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| What are the things that your company has been able to hone over the years and is a source of your success? What do you do better than anyone else? What are you exceptionally good at? | |
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Inherent Weakness

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| What are the weakness or significant constraints that are not easily changed? All weakness can be overcome over time, focus on what can't be easily changed in the next 1 - 2 years. | |
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Hint: Spend the most time on Trends. Most teams do not spend enough time discussing the world around them.