

COMPETITIVE IQ QUESTIONNAIRE

1. Do you have a strategy that everyone in your company can explain to a stranger in two minutes?

notes

2. How well is the logic of the strategy understood by everyone in the organisation?

notes

3. What are the metrics for your strategic business model?

notes

4. What were the key assumptions at the time of formulation?

notes

5.

How relevant are the key assumptions today?

notes

6.

Does your firm track its relative cost position?

notes

7.

Does your company know what price premium its products and/services can support?

notes

8.

What is the economic logic of your company's strategy?

notes

9.

Is your strategic business model documented?

notes

10.

Are the logic and assumptions clearly laid out? How?

notes

11.

How often are the logic and assumption tested? Why?

notes

12.

How internally harmonious is your company?

notes

13. Identify major changes that has taking place in your industry over the last one year

notes

14. How have you responded to the changes?

notes

15. Identify minor changes in your industry?

notes

16. How have you responded to such threats?

notes

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