

Chapter 2 Workbook



ACHIEVING SUSTAINABLE SUCCESS THROUGH BUSINESS ALIGNMENT

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8. Do you have a mission for your business?

9. Does it still provide the right focus for the business?

10. When is the last time you reviewed the Mission Statement with your team and/or board of advisors? What were the results?

11. How well does the organizational Mission Statement align with the Vision of the business?

12. How do current trends in the General Environment affect your organization through influences in:

a. Demographics / Psychographics

b. Economics

c. Politics/Legislation

d. Socio-Culture

e. Technology

f. Globalization

13. How are you monitoring changing trends in the above areas?

14. What are the Strategic Advantages (Strengths) of your business? How do you know?

15. What are the Strategic Disadvantages (Weaknesses) of your business? How do you know?

16. What Opportunities are you prepared to take competitive advantage of right now?

17. What *Threats* are preventing you from improving your *competitive advantage right now*?

18. If you do not have a Mission Statement, how would you answer these questions?

a. What do you do?

b. How do you do it?

c. For whom do you do it?

19. What are the Strategic Advantages (Strengths) of your business? How do you know?
