



## SIGNATURE STRENGTH EXERCISE: WHAT MAKES OUR COMPANY UNIQUE?

Strategy is about deliberately choosing a different set of activities to deliver a unique set of value. To help your team reconnect to your strategy or to begin imagining what a strategy focused on your signature strength might look like, have each team member answer the following questions. Write everyone's answer on a flipchart and discuss.

Question	Answer	What are you doing differently vis-a-vis your rivals?
1. Which of our products, solutions or services are the most <u>unique</u> ?		
2. Which of our products, solutions or services are the most <u>profitable</u> ?		
3. Which of our customer types or markets are the most <u>satisfied</u> ?		
4. Which of our channels or markets are the most <u>profitable</u> ?		
5. Which of our activities are the most unique and <u>distinctive</u> ?		