

STEP 7: LOOK IN THE MIRROR



‘Take a fresh look in the mirror and what do you see...’

Now that we have a clear picture of the market opportunities available to us from the market audit, we can start understanding the reality of our current capabilities. And most importantly the opportunities most relevant to us.

Plan your skills & capabilities for the new market and opportunities. What skills do you need? What new technologies do you need to adapt or adopt?



GREAT (CORE CAPABILITY) – Has this changed?

IMPROVEMENTS - What has changed and what more can we do?

VULNERABILITIES – How have we responded?

EDGE – Do we see a new competitive edge or significant differentiator?