GIVES CHECKLIST



Take a look in the mirror... what do you see?

Once you have a clear picture of the market opportunities available to you, you can start understanding the reality of your current capabilities. And most importantly the opportunities most relevant to you.

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

G ---- What are you great at?

I ---- Where can you improve?

V ---- What makes you vulnerable?

E ---- What gives you your edge?

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?