

# Strategy Quality Checklist

All great strategy starts with something to check your work against. Defining a brand strategy means answering the following:

## BRAND GOALS

What's the #1 goal of your brand?

And, the #2 goal?

## ATTAINABLE

Is what you want to brand yourself as attainable?

## BELIEVABLE

Is it something worth believing in? Your audiences need to be able to believe it matters to unite around it.

## DIFFERENTIATORS

### THE BEST DIFFERENTIATION IS DISRUPTION

The strongest differentiators are not claims, they're structural, demonstrable and factual.

How can this brand challenge the industry you are in?

How can you redefine the market you are in or better yet, make a new one? (Ex. Netflix)

What is the #1 most interesting thing about the company that makes you different?

Is that difference unique to your industry?

Is this defensible?

If not, what sort of pivot could you do to strengthen what differentiates you/your offerings?

## 10 WAYS TO DIFFERENTIATE

1. Product/service – Unique in category
2. The customer – Look who thinks we're great!
3. Size/scale – Large or small (Ex. micro or macro brew)
4. Location – No direct competition in our region
5. Speed/convenience – Faster or easier to work with than the competition
6. Price (high or low) - We won't be under/over sold
7. Quality – “Best in class” needs to be validated. Period.
8. Selection – One-stop shop
9. People (talent) – We find and train the best people
10. Service – We put service first

## STRATEGY REVIEW

Does this strategy have the potential to empower and unite people around the brand/product? Y / N

Are you proud of it? Y / N

Is it defensible? i.e., can you explain why it is the way it is? Y / N

Does it feel valuable? Y / N