



# STRATEGIC QUESTIONS

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- What are our strengths as an organization—internally and externally?
- What are our weaknesses as an organization—internally and externally?
- Where do we focus—geography, client type, size, segment, etc.?
- What are our core products or services?
- Why do these clients buy from us?
- Where do we have competitive advantage in our business?
- Where do we have the opportunity to deliver additional client value?