

REPOSITIONING

No peeking at your earlier positioning statement.

Write a new one right now, using the same format that you used before:

1. Who is your audience?
2. What do they seek?
3. What do you call your offering (this might be your name or your company)
4. In which industry are you a member?
5. What does your audience do now if they don't work with or buy from you?
6. What is your unique selling proposition, or your relevant Point of Distinction?
That is, what makes your offering different and desirable?

Now place your answers to the above questions in the following fill-in-the-blank phrase

For the (1) who wants (2), (3) is a (4) that provides (2, again); unlike (5), (3, again) offers (6).

Just clean up the grammar, make it sound like something you'd actually say, and you have a Positioning Statement. It's that easy.

Let's compare then and now, in terms of these six positioning questions, torn from a marketing textbook but very applicable to our program:

Six Positioning Questions

- 1. What position do we have now? (if any)**
- 2. What position do we want to own?**
- 3. From whom must we win this position?**
- 4. Do we have the resources to do the job?**
- 5. Do we have the guts to stay with it?**
- 6. Does our creative strategy match it?**

What do these statements mean?

Let's compare then and now, in terms of these six positioning questions:

1. Are you closer now to where you want to be in terms of your career, responsibilities, and goals?
2. Do you have a better idea of where you want to be? Has this evolved with you during our time together?
3. We might rephrase this as “from whom must we *earn* this position, especially if you need to make a strong positive impression on somebody
4. Do you have a better sense of what resources (like talents, abilities, skills, network, time) will be required to reach your goals?
5. Do you have more guts, more self-confidence, to pursue what you want?
6. This is another one we might rephrase, applying not only to creativity but overall: do you feel like you have developed a plan of action? Your strategy might involve all of our work including your Four Ps, SWOT Analysis and OTPlus, Gaps Analysis, and Kano Model. Use your discoveries to create your strategy!

What are your new goals and what steps will you take to achieve them?

- What are 2-3 SHORT term goals you want to achieve over the next 3-6 months or so?

1	
2	
3	

What can you start doing now to achieve them?

- What are 2-3 MEDIUM term goals that you would like to achieve within the year?

1	
2	
3	

What can you start doing now to achieve them?

- What are your top LONG term goals, even if they might take years to accomplish?

1	
2	
3	

What can you start doing now to achieve them?

- And of course: When they have a banquet in your honor, for what achievement do you want to be recognized?

- What can you start doing now to achieve to make this happen?

- Don't be restrained by the space on this paper... keep writing!

WHEN YOU'RE DONE WITH THIS, LET'S SET UP A TIME TO TALK ABOUT YOUR NEW POSITIONING, YOUR NEW GOALS AND YOUR NEW MOMENTUM!