

## GAPS ANALYSIS

*There are many relationships necessary for your success. The most important ones include your relationships with your boss, your clients, your audience members, and those in your network.*

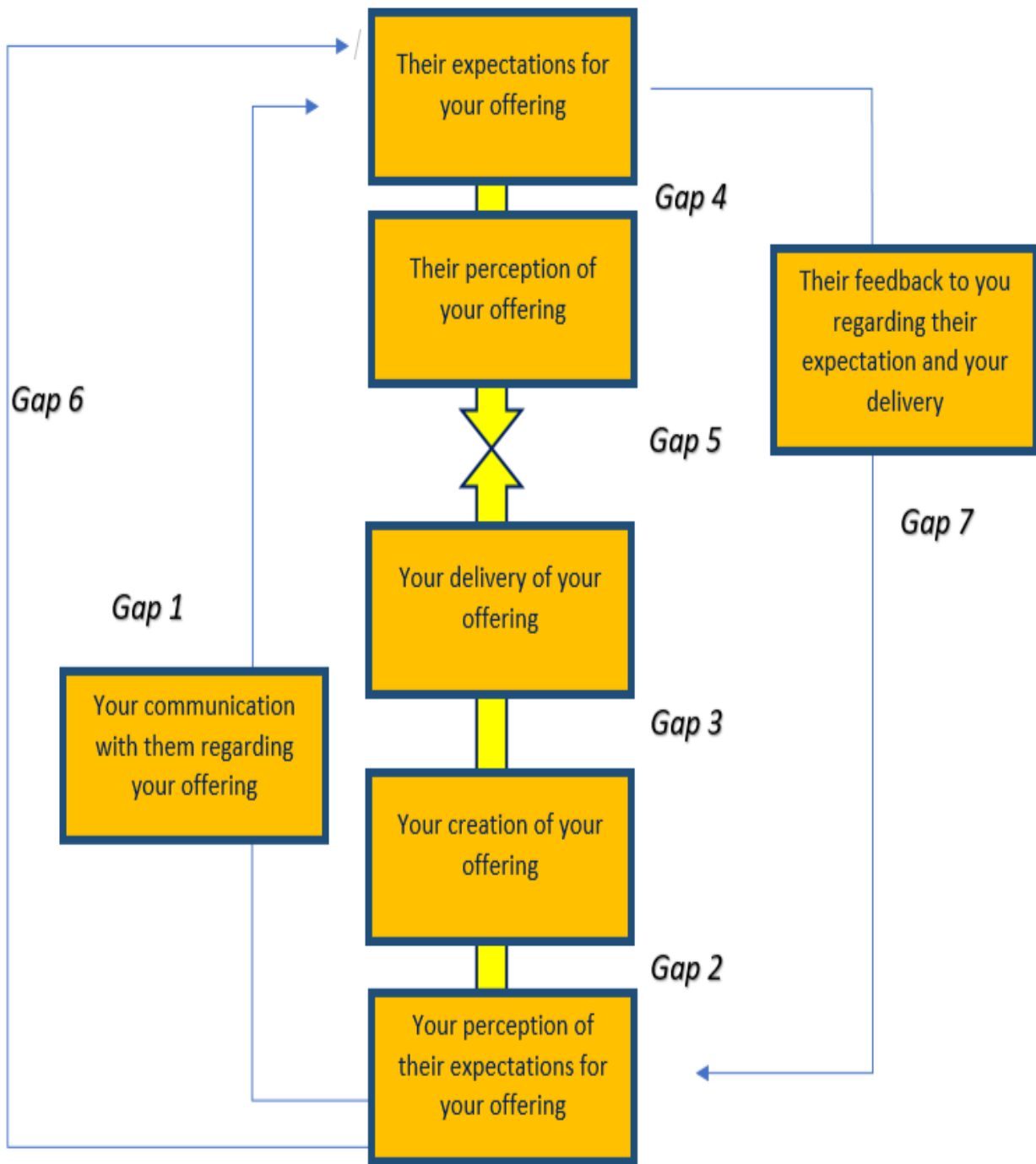
Your goals and desired outcomes regarding these relationships are important to understand, whether you are seeking a job or promotion, or something less job-specific, like building a friendship.

You also have to know what your respective partners need from these relationships. This brings us to the Gaps Analysis.

Consider the process from top to bottom. What does your client expect from you? How were these expectations created? How well do you prepare to deliver these expected outcomes? How does your client's perception of the outcome match your perception, and their expectations?

The Gaps Analysis framework takes this process step-by-step, as illustrated here:

# Mentorvention *Momentum*





*The Gaps Analysis illustrates the process of how you deliver your offering. What does this client (person/boss/client/customer/audience member) expect you to deliver?*

*Let's take this from the bottom and work our way up:*

Is there a gap between:

Gap 1: What you think your client (boss, client, customer, audience member) expects and what they actually do expect?

Gap 2: What you think your client expects and how you go about creating that deliverable?

Gap 3: What you think your client expects and what you actually deliver?

Gap 4: What you think your client expects and how they perceive what you deliver?

Gap 5: What you have created or otherwise influenced your client's expectations

Gap 6: Your communications as they relate to building and managing their expectations

Gap 7: Their communication and feedback to you in terms of making their expectations known

As noted above, this activity can be run with respect to any of a number of audiences. Where do you want to start... with your boss, your customers, your clients, even with recruiters?

Use the worksheet below. Think carefully but don't force the issue. If after reflection you can't conceive of a particular gap with a particular audience, go on to the next one.

Very important: Once you have articulated one or more crucial gaps, what will you do to close these gaps?



Is there a gap between you and \_\_\_\_\_?

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Here, list the actions you can take to close the gaps: