

COMPETITIVE EDGE – *Got, Get, Invent.* *Are you good enough?*

If you don't offer a compelling competitive advantage, what needs to be done?
Use this table to understand the client issues and see how you compare to the competition

Main client issue / value driver	Competitor A	Competitor B	Competitor C	Us	Have we <u>got</u> it	Should we <u>get</u> it?	Can we <u>invent</u> it?
	+	+	+	+			
	+	+	+	+			
	+	+	+	+			
	+	+	+	+			
	+	+	+	+			
	+	+	+	+			
	+	+	+	+			

KEY

Strong +
Weak -
Don't know ?