

Core Competencies

Your particular strengths relative to other businesses in your industry.

Areas which provide the basis for offering something different for which customers will pay.

What do I have that allows me to achieve what I do?

What is it that I have that makes a big difference to how customers value what I do?
(Why do they choose me not someone else? What are they actually paying for?)

What is it that I have that it is difficult for competitors to imitate?

Brainstorm your competencies.

Check they are *core* competencies

- Highly relevant to customer
- Difficult to imitate
- Apply to a good number of potential & existing customers

Produce a list of core competencies.

Use this to focus on core activities and prospects to increase use. Consider opportunities for ceasing or out-sourcing non-core activities.