

**Challenges Exercise:** Utilize this checklist as a team exercise to evaluate what areas need strengthening and to prioritize key initiatives (each member works on independently, then evaluates together).

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### 1. STAND OUT:

- The competitive landscape is making it hard to stand out.
  - We have lost sight of our purpose.
  - We don't know our competitive advantage.
  - Our visual identity/messaging is weak.
  - We don't know who our ideal leads are.
  - We don't know our value proposition as a company.
  - We don't know what our online reputation is.
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### 2. TAKE OFF:

- We need a next level strategy.
  - We need to target our ideal leads.
  - We have stalled and need a plan to take off.
  - We need to position as an industry thought leader.
  - We need a consistent funnel of qualified ideal leads.
  - We need to align business goals and marketing strategies.
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### 3. STAY ON COURSE:

- We have drifted off course and need to realign.
  - We have a plan to measure what works and what doesn't.
  - We need to meet regularly to ensure that we are aligned.
  - We need a 12-month marketing plan.
  - We need a consistent funnel of qualified ideal leads.
  - We need a focused mindset.
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