

COACHING EXERCISE #8

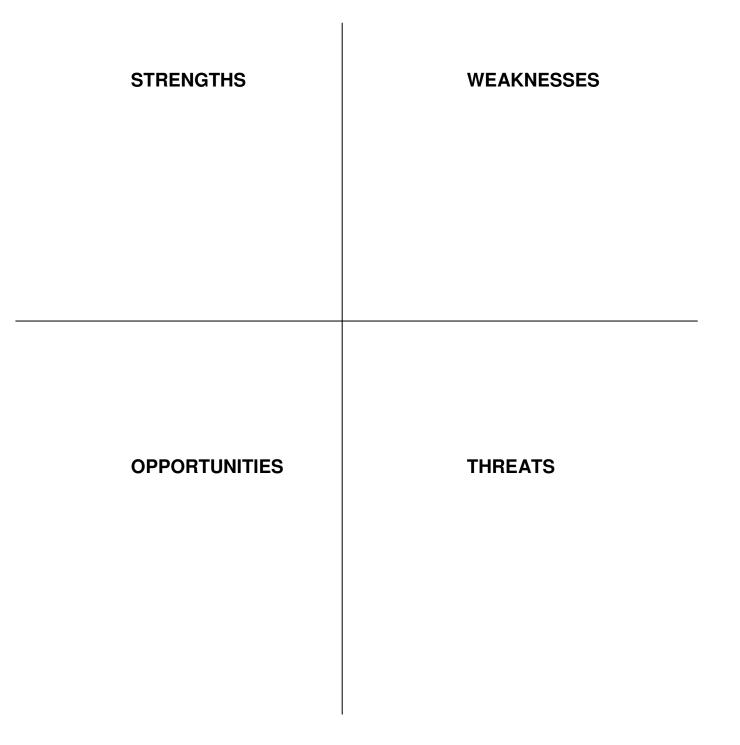
Customer Analysis

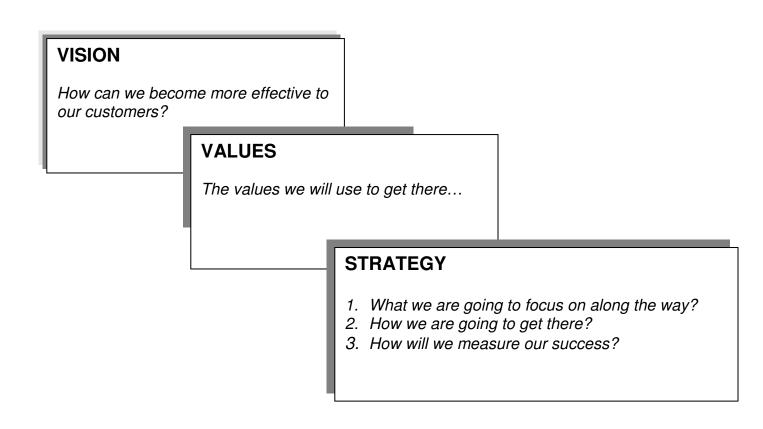
1. Who are our customers (i.e., internal or external groups and/or individuals whom our business affects)?

2. What one word or phrase describes what we hope to provide to each of our customers?

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«SWOT" Analysis





CORE COMPETENCIES

What we need to do well to succeed...

<u>SKILLS</u>

What specific skills are required?

VISION

How can we become more effective to our customers?

VALUES

The values we will use to get there ...

STRATEGY

- 1. What we are going to focus on along the way?
- 2. How we are going to get there?
- 3. How will we measure our success?