

Current Position Analysis

- Financial
 - Trends For:
 - Revenue
 - Profit
 - Cash
 - Debt
 - Wages
 - Benefits
 - Records
 - Taxes
 - Resources/Capabilities (internal/external)
- Marketing
 - Differentiation Statement
 - Innovations
 - Recent
 - Planned
 - Improvements
 - Completed
 - Needed
 - Communications
 - Audit
 - Budget
 - Marketing Mix
 - Personal Selling
 - Advertising
 - Promotion
 - Publicity
 - Public Relations
 - Marketplace
 - Customers
 - Position
 - Competition
- Leadership
 - Relationships (passion/engagement/synergy/energy level)
 - Owners/Key Leaders
 - Key Staff
 - Staff
 - Networks/Alliances/Partnerships
- Technical
 - Skills/Knowledge Assessment
 - Continuing Education
 - Credentials

- Engagement/Importance
- Technology
 - Skills/Knowledge
 - Continuing Education
 - Virtual Business Strategy
 - Infrastructure Tools
 - Resources (Internal/External)
- Culture
 - Key Value
 - Values
 - The dream business statement
 - Exit strategy