



STRATEGIC PLANNING CHECKLIST

The Strategic Planning Checklist is your baseline-level assessment of how much rock-solid information you have on your need for a strategic plan.

If you at least have an idea of the target you have interest in, answer each of these questions on a scale of 1-7, with 1 being “I have no idea” and 7 being “I absolutely know that.” These questions should take you no more than 10 minutes to answer and help you determine whether to move forward with developing a strategic plan.



MARKET

- ☐ How well do you know the size of the market?
- ☐ How well do you know how fast the market growing?
- ☐ How well do you know of any outside threats from other markets that may surface?
- ☐ How well do you know of any trends in technology, supply chain, or other areas that might impact the market?

CUSTOMERS

- ☐ How well do you know the segments of customers in this market?
- ☐ How well do you know of any unmet needs or changes in behavior that are happening with this market’s customers?
- ☐ How well do you know of the level of loyalty that customers have toward their providers?
- ☐ How well do you know of the criteria customers use when purchasing?
- ☐ How well do you know the likelihood and difficulty of customers switching providers?

COMPETITORS

- ☐ How well do you know how customers perceive competitors in this space?
- ☐ How well do you know who the leaders in this market are?
- ☐ How well do you know where your competitive position might be in the overall market relative to other companies?
- ☐ How well do you know of whether or not your competitors can replicate your core offerings?
- ☐ How well do you know of the degree of intensity between competitors in this market?

COMPANY STRATEGY

- ☐ How well do you know of the factors and influences that may drive growth of your company?
- ☐ How well do you know of your company’s position in the market?
- ☐ How well do you know of your company’s opportunities for growth?
- ☐ How well do you know of your company’s competitive advantages (and disadvantages)?
- ☐ How well do you know of your company’s “stickiness” in keeping customers interested in its offerings and coming back for more?

STRATEGIC PLANNING

- ☐ How well do you know your company’s strategic objectives?
- ☐ How well do you know that your company has a clear plan to achieve strategic objectives?
- ☐ How well do you know that your company has dedicated the needed resources and assets to implement a plan to achieve strategic objectives?

