



BISVISION™

BUSINESS EDITION www.bisvision.com

Be your own Business Mentor

"I can't think of a single question on business strategy that Bisvision does not cover"

GEOFF ROSS 42 BELOW



SCAN

Read the 'Scan' questions and decide which questions are relevant for your business, then make a note of the opportunities and threats for your business in the space provided:

SCAN

7

Competitor Analysis
Competitor Assessment

What opportunities or threats are associated with your competitors' strengths and weaknesses?

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OPPORTUNITIES: _____

THREATS: _____

SCAN

10

Competitor Analysis
Indirect Competition

What opportunities or threats are associated with products and services from industries, other than yours, who are competing for your customers' dollars?

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OPPORTUNITIES: _____

THREATS: _____

SCAN

12

Customer Analysis
Customer Loyalty

What opportunities or threats are associated with the loyalty of your customers?

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OPPORTUNITIES: _____

THREATS: _____

SCAN

16

Customer Analysis
Future Customers

What opportunities or threats are associated with who your customers will be in five years?

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OPPORTUNITIES: _____

THREATS: _____

SCAN

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Third Parties
Supplier Availability

What opportunities or threats are associated with the availability of your suppliers and their resources?

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OPPORTUNITIES: _____

THREATS: _____



ASSESS

Read the 'Assess' questions and decide which questions are relevant for your business, then make a note of the strengths and weaknesses of your business in the space provided:

ASSESS
7

Capability
Skills & Capability

What are the strengths and weaknesses associated with the skills and capabilities of people in your organization?

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STRENGTHS: _____

WEAKNESSES: _____

ASSESS
17

Current Business Focus
Growth

What are the strengths and weaknesses associated with areas of high and low growth in your business?

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STRENGTHS: _____

WEAKNESSES: _____

ASSESS
34

Point of Difference
Brand

What are the strengths and weaknesses associated with the recognition of your brand?

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STRENGTHS: _____

WEAKNESSES: _____

ASSESS
40

Products & Services
Quality

What are the strengths and weaknesses associated with the quality or perceived quality of your products or services?

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STRENGTHS: _____

WEAKNESSES: _____

ASSESS
41

Products & Services
Range

What are the strengths and weaknesses associated with your range of products and services?

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STRENGTHS: _____

WEAKNESSES: _____

Where we
want to be



VISION

Read the 'Vision' questions. Choose just one or two cards to help you to come up with an appealing destination for your business. Write a succinct vision statement that describes your destination in the space provided. Enter a deadline for achieving your vision.

VISION

2

Comparison

Can comparison with your competitors be a way to describe your destination?

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VISION

14

New Image

Can changing the kinds of products and services that you are known for be a way to describe your destination?

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VISION

3

Consolidate

Is consolidation a way to describe your destination?

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VISION

16

New Territory

Does 'doing business in new or different territories' describe your destination?

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VISION

6

Diversify

Is diversification a way to describe your destination?

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VISION

17

One of a Kind

Could being unique in your industry be a way to describe your destination?

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VISION

8

Growth

Is growth in revenue or size a way to describe your destination?

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VISION

21

Steady As She Goes

Is maintaining a steady course and doing things the way they're currently done a way to describe your destination?

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VISION

12

Market Focus

Can the kinds of markets you'll focus on be a way to describe your destination?

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VISION

24

Target

Does 'aiming for a specific goal or target' describe your destination?

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A VISION IS A DESCRIPTION OF A DESTINATION THAT YOU ARE AIMING TOWARDS.
A GOOD VISION IS ONE THAT CLEARLY DESCRIBES HOW YOUR FUTURE DESTINATION IS DIFFERENT FROM YOUR PRESENT POSITION.
YOUR VISION SHOULD BE SUCCINCT, MEASURABLE, TIME BOUND, UNDERSTANDABLE AND INSPIRING.

DESTINATION: _____

DEADLINE: _____



PLAN

Read the 'Plan' questions and decide which strategy options will help you achieve your vision.

Write your actions in the space provided:

PLAN

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Excellence & Efficiency
Faster Cheaper Better

Should being faster, cheaper or better than your competitors be part of your strategy? If so, how will you achieve being faster, cheaper or better?

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PLAN: _____

PLAN

6

Excellence & Efficiency
IT & CT

Should changes to the way you communicate with customers or allied businesses using information or communication technology be part of your strategy? If so, what will you change?

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PLAN: _____

PLAN

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Logistics
Geographical Location

Should changing the geographical location of any part of your operation be part of your strategy? If so, what will you move and where will you move it?

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PLAN: _____

PLAN

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Markets
Existing Products & Services in Existing Markets

Should selling existing products and services in existing markets be part of your strategy? If so, what are the products and services and which markets will you target?

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PLAN: _____

PLAN

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Markets
Existing Products & Services in New Markets

Should selling existing products and services in new markets be part of your strategy? If so, what are the products and services and which markets will you target?

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PLAN: _____



PLAN

Markets
New Products & Services in Existing Markets

Should selling new products and services in existing markets be part of your strategy? If so, what are the products and services and which markets will you target?

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PLAN: _____

PLAN

Products & Services
Diversification

Should diversification of your product and service range be part of your strategy? If so, what products and services will you diversify into?

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PLAN: _____

PLAN

Products & Services
Economy Products & Services

Should selling economy products and services be part of your strategy? If so, what are the products and services?

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PLAN: _____

PLAN

Products & Services
Premium Products & Services

Should selling premium products and services be part of your strategy? If so, what are the products and services?

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PLAN: _____

PLAN

Products & Services
Product or Service Exit

Should ceasing to offer particular products or services be part of your strategy? If so, which products or services will you cease to offer?

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PLAN: _____



EXECUTE

Read the 'Execute' questions and decide which questions will help deliver on your strategy.

Write your actions in the space provided:

EXECUTE
1

Human Resources
Capability Development

How will you develop the skills, knowledge and attitudes needed to deliver on your strategy?

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EXECUTE: _____

EXECUTE
7

Implementation Logistics
Goals

What sub-strategies or goals need to be in your strategy?

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EXECUTE: _____

EXECUTE
10

Implementation Logistics
Priorities

What are the high and low priority areas of your strategy?

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EXECUTE: _____

EXECUTE
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Promotion
Communication Plan

To achieve your strategy:
Who will you communicate with?
How will you communicate with them? What will you communicate to them?

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EXECUTE: _____

EXECUTE
24

Promotion
Marketing Plan

To achieve your strategy:
Which target markets will you communicate with? How will you communicate with them? What will you communicate to them?

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EXECUTE: _____
