

BUSINESS DEFINITION WORKSHEET

Ask your executives to answer the question "what business are we in?" You will be amazed at the variation of response.

It is imperative to have clarity around business definition as it guides decision making around strategy, structure, systems, skill sets and the nature and type of people you recruit.

Populate the table using the following guidelines.

1. Who are your **customer groups?** Are you targeting customers across a broad front or narrowly?
1. What products, services or technology do you provide to them?
2. How do you **add value** for them? How does your offer meet their needs? Express the value you deliver in terms of product or service benefits.

Review the dot points in all three columns and develop a sentence that clearly and unambiguously defines the business.

Customer Groups	Prod/services provided	Value/benefits added
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Business Definition

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