

Your Quadric

Think about your company. Are you on the path to strategic differentiation? Fill in the Quadric® framework for your company, using the guidelines below.

01. Positioning Strategy

Write a keyword or two that summarizes the true, relevant and high-value position on which you are building strategic differentiation. Is your focus clear, or do many ideas compete for priority?

02. Optimized Brand Portfolio

Draw or list your brand portfolio (e.g. company brands, product brands, etc.) and evaluate how well it represents your position. Could your differentiation be strengthened by brand consolidation, development or redesign?

03. Cultural Uniqueness

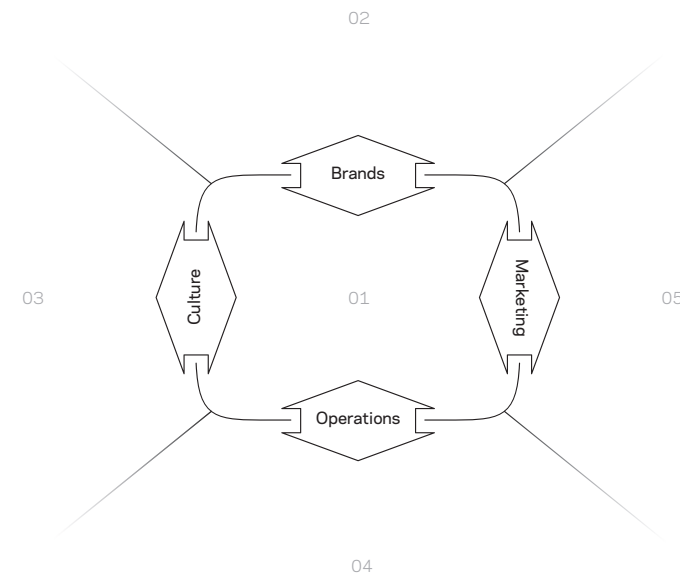
Describe the values, behaviors or attitudes of your employees that clearly contribute to your position. Is your culture the competitive advantage it could be?

04. Operational Evidence

Describe the performance metrics and track record (e.g. innovations, case studies) that reinforce your position. Can you prove your position with solid facts?

05. Aligned Marketing

Describe how you build your position in your markets. Do you consistently communicate your position at every opportunity (e.g. sponsorships, advertising, sales meetings)?



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