

IDEAS HUB WORKSHEET

Setting Yourself Apart

Getting clear on what makes your organization special is not just about identifying what you do well, but what is the value to your community.

Start by brainstorming around these questions.

What are we best at, using our core or most developed competencies?

How would our community be damaged if we close our doors and move away tomorrow?

What differentiates us from other groups within our discipline, our field, our community?

What is the most valuable about what our organization offers?

Identify your competitive advantages.

Take your time thinking through which advantage fits best with the answers to your questions. Most organizations have no more than two or three true competitive advantage. Be specific.

ASSET advantage	Space, place, history, relationships, expertise.
PRODUCT advantage	Superior offerings and outcomes.
MARKET KNOWLEDGE advantage	Specialized services for specific communities.
DELIVERY advantage	Efficiency, low cost, transparency, accountability.
SERVICE advantage	Customer experience, special offerings based on needs.