COACHING EXERCISE #8

Customer Analysis

1. Who are our customers (i.e., internal or external groups and/or individuals whom our business affects)?

2. What one word or phrase describes what we hope to provide to each of our customers?
### "SWOT" Analysis

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<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<th>OPPORTUNITIES</th>
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VISION
How can we become more effective to our customers?

VALUES
The values we will use to get there…

STRATEGY
1. What we are going to focus on along the way?
2. How we are going to get there?
3. How will we measure our success?

CORE COMPETENCIES
What we need to do well to succeed…

SKILLS
What specific skills are required?
VISION

How can we become more effective to our customers?
VALUES

The values we will use to get there…
STRATEGY

1. What we are going to focus on along the way?
2. How we are going to get there?
3. How will we measure our success?