

# Positioning

**ONE FUTURE™**

How do you connect your core competence to the big opportunity in the market? Do you have the reputation you need? Are you carving out competitive advantage and leadership quickly enough? This session is for business leaders who see the need to rethink, realign, or refine their proposition, their story, their reputation.

## INSTANT IMPACT

Need results urgently? We use 20 years experience with hundreds of business leaders to cut through distractions and get to the point.

## 1 ONE DAY

Leaders are time short. This process asks one working day of each participant split across three meetings. Done.

## 2 YEAR PLAN

Get clarity and alignment on realizing the big opportunity in the medium to long term.

## TODAY



### What's our story?

With so many moving parts to your business, what's the right way to tell your story?



### No team alignment

Different internal opinions keep slowing down decision making.



### Indifferent customers

Customers have lots of options. If we can't get traction for our solutions we can't win.



### Customer first

Put the customer at the center of our thinking as a team, and make the right choices for segmenting them.



### Simple and compelling

Capture your business potential in one simple, compelling proposition.



### One focus

Your team is aligned and leading to one goal.

## RESULTS

## What to expect

A rigorous and inspiring process that elevates and aligns the team, and clarifies what needs to happen to make activation successful.

### Leadership team interviews

One to one interviews to establish personal understanding of the current business situation, vision and goals.

### Discovery Day

Facilitated team workshop to capture decisions on

- The business opportunity
- Product/Service definition
- Role in value chain
- Customer base & segmentation
- Market dynamics
- Customer Decision Making Unit
- Growth priorities and vision
- Current marketing ecosystem

### Output

Team meeting to share.

- One customer driven vision and value proposition
- One team consensus
- One focused plan

## Next?

For contact details and free tools visit [onefuture.nl](http://onefuture.nl)



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