Workshop:
The Mission of the Firm

THE MISSION OF THE FIRM

A statement of the current and future expected product scope, market scope, and geographical scope, as well as the unique competencies of the firm must develop to achieve a its desired competitive positioning.

THE MISSION OF THE FIRM

	Now	Future
Product Scope		
Services Scope		
Customer Scope		
End-User Scope		
Channel Scope		
Complementor Scope		
Geographical Scope		
Unique Competencies		

PRIORITY ASSESSMENT SCALE FOR BUSINESS SCOPE

Scope	Priority	The Product, Consumer, Channel or Geographical Location…
Existing	—	… is being divested or exited from
	-	… will be assigned to a low level of importance
	E	… will continue to receive the current level of resources
	+	… is assigned a high level of importance and additional resources to achieve a better competitive position
	++	… is assigned the highest level of importance and the resources needed to achieve as outstanding a competitive position as possible.
New	—	… is very tentatively considered for business activity
	-	… is tentatively considered for business activity
	E	… will receive the necessary level of resources
	+	… will be assigned a high level of importance and the necessary resources to achieve a strong competitive position
	++	… will be assigned the highest level of importance and the resources needed to achieve as outstanding a competitive position as possible

Existing Product Scope		—	–	E	+	++

New Product Scope		—	–	E	+	++

Challenges from Changes in Product Scope

Existing Services Scope		—	-	E	+	++

New Services Scope		—	-	E	+	++

Challenges from Changes in Services Scope

Existing Customer Scope		—	–	E	+	++

New Customer Scope		—	–	E	+	++

Challenges from Changes in Customer Scope

Existing End-User Scope		—	–	E	+	++

New End-User Scope		—	–	E	+	++

Challenges from Changes in End-User Scope

Existing Channel Scope		—	–	E	+	++

New Channel Scope		—	–	E	+	++

Challenges from Changes in Channel Scope

Existing Complementor Scope		—	–	E	+	++

New Complementor Scope		—	–	E	+	++

Challenges from Changes in Complementor Scope

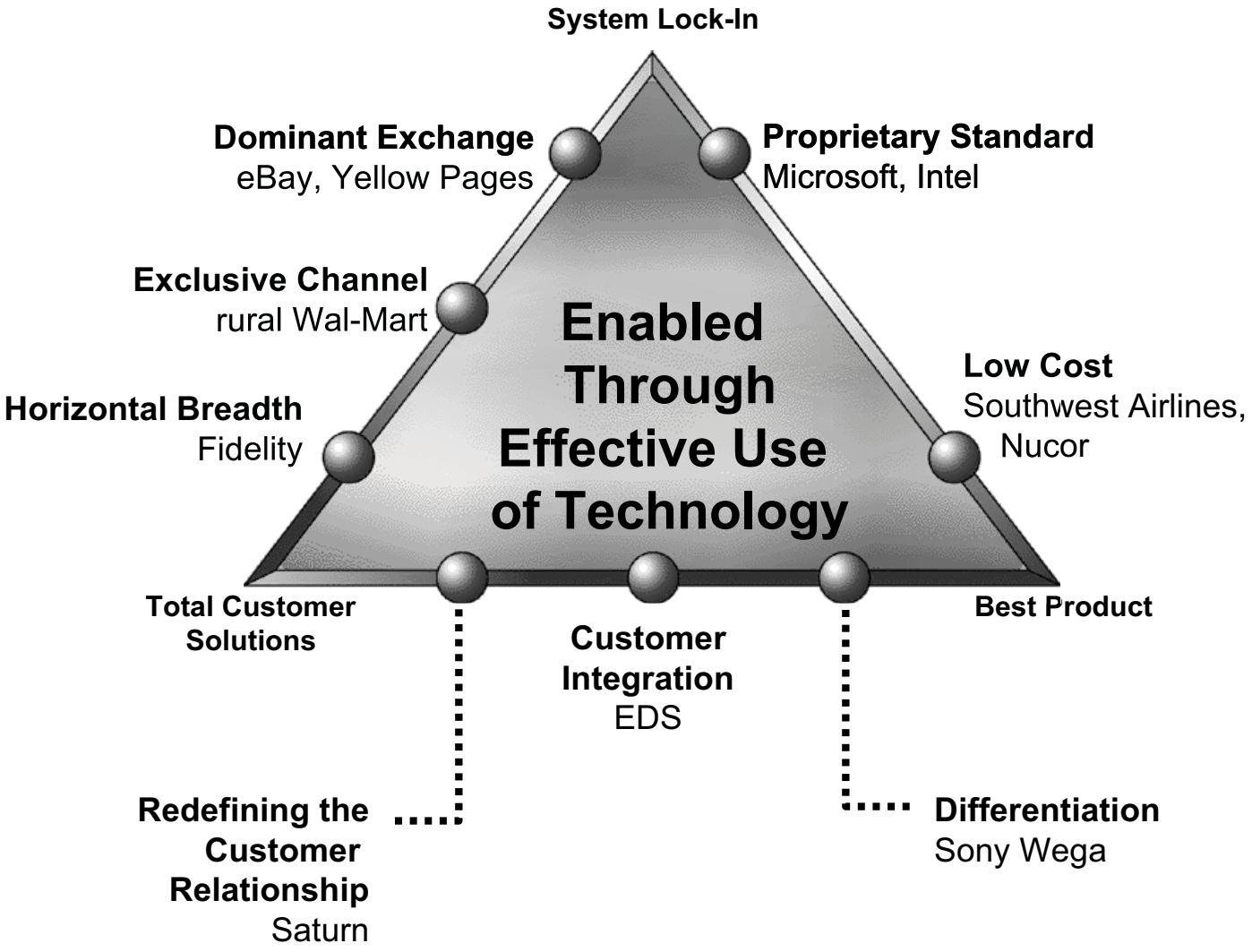
Existing Geographical Scope		—	–	E	+	++

New Geographical Scope		—	–	E	+	++

Challenges from Changes in Geographical Scope

The Triangle:

Options for Strategic Positioning



Existing Unique Competencies		—	–	E	+	++

Challenges from Changes in Unique Competencies	

Mission Statement:

Product Scope
Now:

Future:

Services Scope
Now:

Future:

Customer Scope
Now:

Future:

End-User Scope
Now:

Future:

Channel Scope
Now:

Future:

Complementor Scope
Now:

Future:

Geographical Scope
Now:

Future:

Unique Competencies
Now:

Future: