

# Strategy Matrix

Your Client	Your Firm	What Doing	Trouble Shoot	Type of Activity
<b>WHO</b> are they? Who do they want to be?	Who are we? Who do we want to be?	Mission Alignment Start formulating a vision	Market Research Network	Business Development, Market Research & Planning
<b>HOW</b> well do you know them?	How are we doing? How well do we want to do? Is that enough?	Qualifying Stage	Relationship Building Demonstrate Credibility * PR & Studies Track leads & maintain Client Relationship Database	Business Development, Market Research, Planning and Information Management
<b>WHERE</b> are they now? *procurement process *sophistication/technology *geographically	Where are we? * back log / availability * capabilities * sophistication/tech.	Feasibility / Logistics	Research Networking	Market Research, Business Development and Marketing Plan
<b>WHAT</b> do they really need?	What can we do? What can we do better? Transferable skills?	Needs Assessment	Research Networking Relationship Building	Market Research, Business Development and Marketing Plan
<b>WHEN/TIMEFRAME</b> *Short-term fix? *Long-term partner?	When envision invoicing to begin? Is it realistic?	Timing & Resource Allocation	Research means to avoid stalls Quantify opportunity costs	Business Development & Info/Resource Management
<b>WHY</b> should they hire you?	Why is this client/project good for the firm?	Objective Setting	Know your competitive advantage	Market Research & Strategy
<b>SO WHAT?</b>		Justification	Lock down VISION all parties can get behind	

