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BUSINESS ADVANCEMENT INC.®

## Pam & Scott Harper's Checklist for:

# Reinventing your Business for Growth

### **Identify emerging trends, including:**

- Markets, demands and needs
- Technology
- Globalization
- Demographics (employee, consumer, etc.)
- Regulatory

### **Adapt your vision, mission, and strategy:**

- Targeting new markets or offering new value to existing markets
- Changing product/service portfolio to address shifting needs/demands
- Identifying critical success measures

### **Where and how will you market and sell new products and/or services?**

- Geographic coverage
- Marketing / customer relations strategies
- Selling channels / distribution (internal; M&A; partnerships?)
- Pricing

### **How and where will you produce products and/or services?**

- Geographic locations
- Internal; M&A; partnerships?

### **How will your organization need to change to execute the strategy?**

- Structure and competencies
- Processes and systems
- Organizational culture