

APPROACH YOUR BUSINESS STRATEGICALLY

Your strategy is a calculated thoughtful approach to accomplishing a goal, establishing a competitive advantage, or entering uncharted territory. Here are 5 ways a strategy can help your business or ministry.

1

Achieve competitive advantage

A strategy can help you define, establish, and maintain your competitive niche in the marketplace. By evaluating how your business or ministry fits into the big picture of your industry, you are better equipped to describe and defend how you are different from all of the other industry players. When you are able to articulate your difference, you help establish your organization in the minds of your key constituents.

2

Attract your ideal customer

All good relationships require strong communications to survive. A strategy guides you in attracting, serving, and retaining your ideal customer. When you evaluate who you serve best and get to know them, you can speak in a language that your ideal customer will be attracted to. This is helpful for generating sales and for fundraising.

3

Stay relevant to your constituents

Customers stay engaged with companies as long as they are meeting their needs. By taking the time to understand your strategic fit, you can stay aware of customer's changing tastes and desires. And, when necessary you can adjust your product mix or messaging to remain relevant to where they are at a given time in their life.

4

Stay focused on your purpose

Your strategy should capture the reason your company exists. Business is about more than making money. Your strategy should reflect the needs your products and services meet and why they should select you to meet those needs. Then, all of your actions and initiatives should flow out of the essence of your overall organizational purpose.

5

Make a lasting impact

Your business can have a lasting impact on your community whether local, regional, national or international. Your strategy communicates how you intend to use your business or ministry for good, either through giving programs, volunteer efforts, caring for our earth, serving directly, or through other philanthropic endeavors.

To learn more about becoming a strategically focused and socially impactful business or ministry, visit our website at www.SimmonsStrategyGroup.com.

