

My approaches when working with business partners

Exploring and capitalizing on market opportunities

- **Business Acumen and Deep Understanding:** This initial phase emphasizes the importance of foundational knowledge in both the business and its market context, laying a solid groundwork for subsequent research and analysis.
- **Audience and Competitor Research:** Essential for understanding the market landscape, this step involves gathering insights about potential customers and analyzing competitors to identify trends, strengths, and weaknesses.
- **Review of Existing Differentiators and Capabilities:** Evaluating what sets your business apart from others and assessing internal capabilities to leverage in market expansion.
- **Gap Analysis and Review of Current Efforts:** Identifying discrepancies between current market positions versus potential opportunities and evaluating the effectiveness of existing strategies.
- **Situational Assessment Preparation:** Preparing a detailed analysis of the current situation to help in decision-making for future strategies.
- **Workshop Session with Key Partners:** Collaborating with stakeholders to ensure there is a common understanding and to brainstorm new strategic approaches.
- **Prioritization Based on Business Needs:** Deciding which opportunities to pursue first based on their alignment with business objectives and resource availability.
- **Benefit Analysis:** Assessing the potential benefits of each opportunity to ensure that it aligns with the desired outcomes.
- **Agreement & Decision Based on Opportunity:** Making decisions based on thorough discussion and agreement on the best opportunities to pursue.
- **Socialization of Intended Implementations:** Communicating the planned strategies and implementations to relevant parties to ensure alignment and buy-in.
- **Roadmap, Scheduling, and Pipeline Development:** Laying out a clear plan of action with timelines and stages for implementation.
- **Executions, Development, and Delivery:** The actual rollout of strategies, overseeing development, and ensuring effective delivery.
- **Measurement and Evolution:** Monitoring performance against expected outcomes and adapting strategies as needed based on what is learned.