

BUSINESS STRATEGY DISCUSSION LIST		
1	Who are our stakeholders?	
2	What do the stakeholders expect in the way of returns from the organisation?	
3	What are the potential conflicts?	
4	What is the long-term financial objective that the organisation is dedicated to achieving?	
5	Who are the key implementers in the organisation and what are their personal values?	
6	What is the vision of the key implementers?	
7	How should we best describe their strategic intent?	
8	Out of these various factors do we have a clear statement or understanding of the corporate mission?	
9	What resources do we have and how are they being utilised?	
10	What are the strengths and weaknesses of the organisation?	
11	What opportunities and threats exist in our broad macro-environment?	
12	What business are we in? (see Market Strategy discussion list)	
13	How is our industry put together?	
14	What is the relative importance of the 'five forces' in the industry?	
15	Who are our real competitors?	
16	Where are our competitors?	
17	What are our competitors able to do (competencies)?	
18	What are the opportunities for our organisation in the competitive environment?	
19	What are the options for sustainable competitive advantage?	
20	What do we believe is the most appropriate sustainable competitive advantage we should be seeking?	
21	Managing the 'handover' between corporate and market strategy	