

HOW DOES YOUR ORGANISATION BEST COMPETE

Answering the following questions can help identify a sense of urgency

1. **Which customers or markets will your organisation target?**
2. **What is the key value proposition that distinguishes your organisation from your competitors? (First, identify your competitors)**
3. **What are the key processes that give your organisation a competitive advantage? Is the competitive advantage sustainable?**
4. **What are the human capital capabilities required to excel at these key processes?**
5. **What are the technology enablers required for your organisation to achieve and maintain a competitive advantage?**
6. **What are the organisational enablers required for your organisational to achieve and maintain a competitive advantage?**

(source: David Kaplan et al, 2008)

Extracted from: Organisational Change Management 50+ Frameworks and 200+ Techniques

For more information go to:

<http://www.billsynnotandassociates.com.au/centre-of-excellence/organisational-change-management-cd.html>

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