

Good to best comparison	
Things we can only be good at	Things we can do better than any other organisation

Ideal customer characteristics	
Real customer name	Characteristic (e.g. pays on time, gives us all their business etc)
1.	
2.	
3.	
4.	
5.	

Ideal customer needs	
Our ideal customer	
Need 1	
Need 2	
Need 3	
Need 4	
Need 5	

Brand Promises	
Brand Promise 1	
Brand Promise 2	
Brand Promise 3	

Stop list to focus on the Brand Promises	
Things to stop doing in order to focus on what you can do better than any other organisation	
1	
2	
3	
4	
5	