



NAME..... DATE..... RATING OUT OF 10.....

**TITLE: THE HIGHER GROUND**

**QUOTE:** *“If you would lift me up you must be on higher ground”* Ralph Waldo Emerson

## **OBJECTIVES FOR THE WEEK:**

If you want to claim the higher ground, you first need to map what is out there.

Draw out a big chart with the different things that the market stands for. It might be eco, design, high tech etc. Onto this, draw on the competitive products indicating how highly they are regarded in these areas. Look for any gaps, where no one seems to own an area. If there are no gaps at all, you need to start thinking of a new area that you can own. Once you have discovered something to own, you need work out how to own it. It might not be your natural territory, you might not be the current best practice person at it, but you need to put across that you are the best and you own it. In a crowded market it is often easier to focus on one thing and say you are the best at that. It is very hard to be seen as the best at everything, you often look like you stand for nothing and are mediocre at many things.

## **RESULTS:**

