



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

TITLE: FIRST MOVER DISADVANTAGE

QUOTE: *“When people say, “I could have done that”, I say, “Yes, you could. But you didn’t. And I did”* Tom Stoppard

OBJECTIVES FOR THE WEEK:

Where are you in the product lifecycle? Are your ideas cutting edge, or are you keeping up with the Jones’s at the back?

It might be time to be a bit more cutting edge and to take on some learnings from those at the front of the field. If you are at the cutting edge, think about how you can move this edge out, you are the one everyone else is chasing, so you need to set the new frontier, not to look over your shoulder.

RESULTS:

