

Edge Finder

Turn what you see into your edge — the heart of your whole strategy.

1. You vs your top rival (score 1-5, be honest)

	Loyal customers	Leadership	Right timing	Discipline	Resources	Better people
Us						
Rival						

2. Name the REAL problem (Five Whys)

Symptom → why? → why? → why? → why? → root cause

3. Your edge — one sentence

"Our edge is _____ meeting _____ in a way _____ can't easily match."