

OBSERVE Dossier

Look at your market — and honestly in the mirror. Ten real customer chats beat any report.

1. What's changing around us?

Social	Economic	Technology	Rules

2. Who has power over our profits? (High / Med / Low)

Customers	Suppliers	Rivals	New entrants	Substitutes

3. The real job customers hire us to do

4. Our honest strengths — do they pass the brutal three?

Strength (is it Valued? Rare? Hard to copy?)