

2010 Strategy Survey

1. What is your relationship to strategy decision makers in your company or work group?

Please choose **all** that apply:

- I oversee multiple strategies within the company.
- I have responsibility for making one category of strategy decisions.
- I work with the strategy decision makers and influence their decisions.
- I apply defined strategies to my tactical tasks.
- I have no relationship with strategy decision makers in my company.
- Other:

2. What types of strategy do you influence or decide in your company or work group?

Please choose **all** that apply:

- Operational
- Product or Product Line
- Marketing
- Finance
- Business
- Mergers and Acquisitions
- Partners and Alliances
- None of the above
- Other:

3. How would you assess your company's or work group's strategy effectiveness?

Please choose the appropriate response for each item:

	Developing Strategy	Communicating Strategy	Executing Strategy	Managing Strategy	Evaluating Strategy	Reacting to Competition
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Below Average	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Average	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Above Average	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. What critical strategy challenges does your company or work group face in 2010?

Please choose **all** that apply:

- We are launching new products and need to understand how to position them in the market.
- We are considering new product lines and need to understand the competitive landscape better.
- We are looking to reduce costs and need to rank the essential competitive components.
- We are developing new strategies and need to gain organizational alignment to proceed.
- We are facing increased competition and need to decide new ways to gain or retain advantages.
- We are making planning decisions and need greater insight into the known and potential competitive challenges.
- We have no strategy challenges.
- Other:

5. What types of strategy help would help you most?

Please choose **all** that apply:

- Specific information about the competitive environment.
- Training in competitive intelligence analysis techniques/approaches.
- An independent review and assessment of your strategies.
- Coaching/mentoring for specific strategy challenges.
- Sounding board for strategy ideas, thoughts and recommendations.
- Assistance to formalize and sell strategy within the organization.
- Active co-development of a strategy.
- I don't need any help.
- Other: