

Competitive Advantage - Company

Congratulations on completing the lesson on leveraging your competitive advantage as a leader! This workbook is designed to help you reflect on the key concepts covered in the lesson and apply them to your leadership role. By utilizing this workbook, you will gain a deeper understanding of how to differentiate yourself and your company in the marketplace, leading to greater success and fulfillment. Let's dive into the reflection exercises!

What is the competitive advantage of the company you work for? *(NB: Generally when I ask this question in a workshop (within a single company) I can get many different answers. There doesn't seem to be much clarity in most organizations - which is probably why they don't have as much marketshare as they'd like!)*

What can you do to ensure that your answer is accurate - (e.g. who to ask/where to research/could you bring up the question at a team meeting)?

What are the systems, processes and activities that you and your team use/do to support the competitive advantage?

Reflect on the role of Competitive Enabling work in supporting your company's competitive advantage. Identify opportunities to contribute to Competitive Enabling work within your own leadership role.

What have you done in the past month (either as an individual, as a leader or as a member of a team) to improve your company's competitive advantage/competitive enabling systems so that you excel?

What are the Business Essential/Compliance tasks/activities in your organization that are getting more 'love' than they need?

What have you done in the past month (as an individual, leader, team member) to get the Business Essential/Compliance tasks/activities/processes performed more efficiently so people can turn more of their attention to building your capability at delivering the competitive advantage?

Congratulations on completing this reflection workbook! By critically evaluating your company's competitive advantage and aligning your actions with its strategic goals, you are positioning yourself for greater success as a leader.

Remember to revisit this workbook periodically to track your progress and make any necessary adjustments.

Good luck on your journey towards becoming a true leader in your industry!