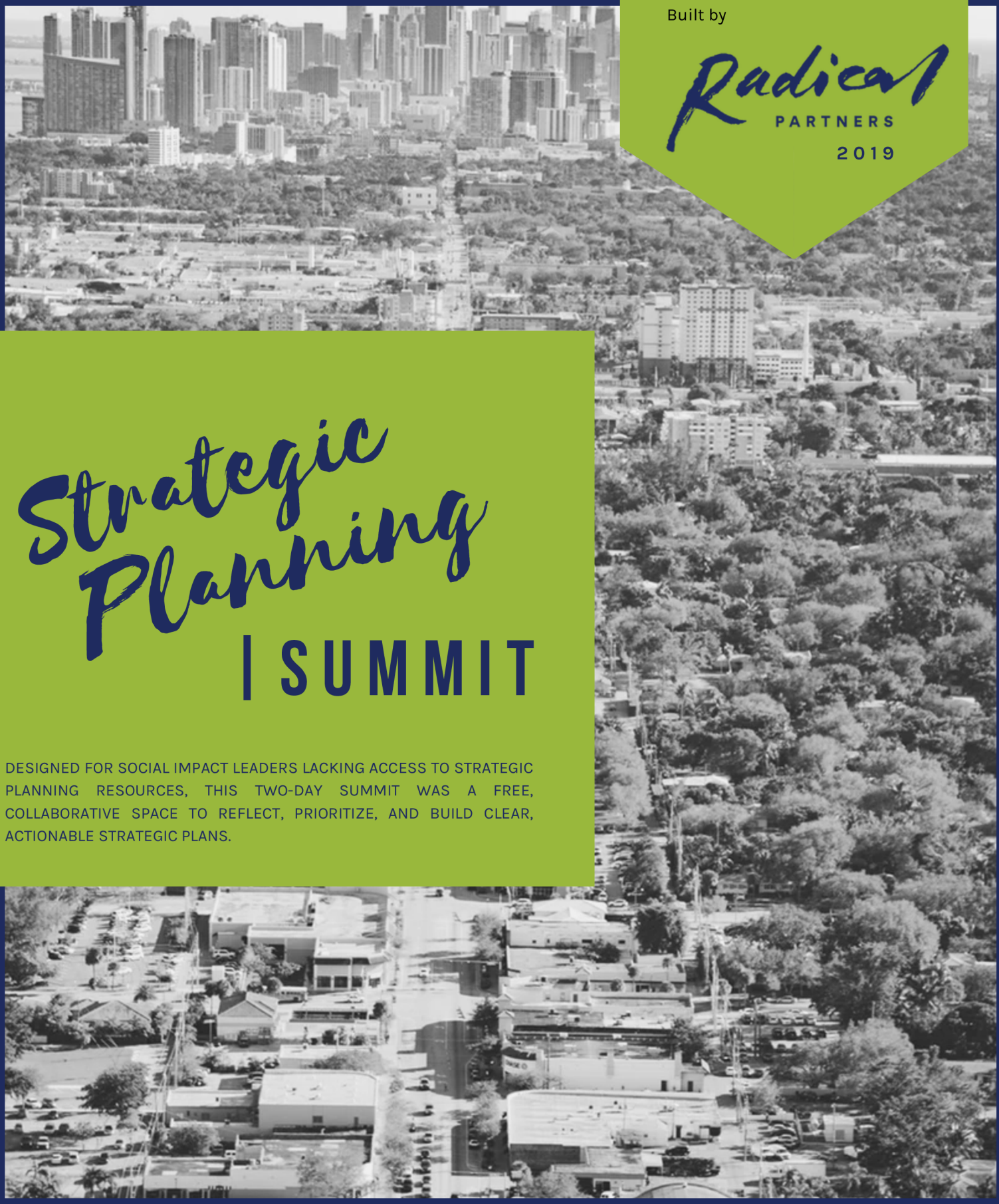
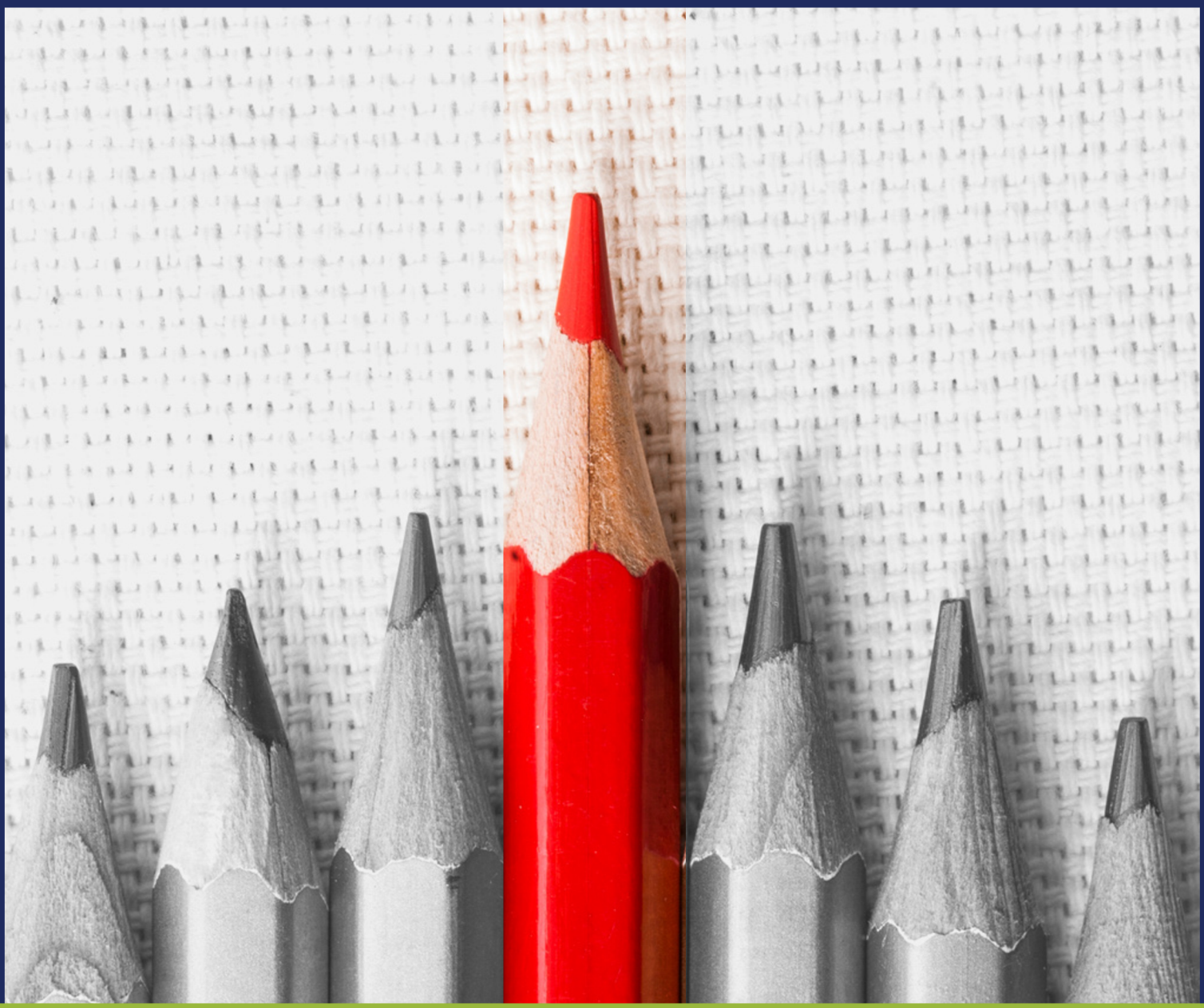


Built by Radical Partners 2019

Strategic Planning | SUMMIT

DESIGNED FOR SOCIAL IMPACT LEADERS LACKING ACCESS TO STRATEGIC PLANNING RESOURCES, THIS TWO-DAY SUMMIT WAS A FREE, COLLABORATIVE SPACE TO REFLECT, PRIORITIZE, AND BUILD CLEAR, ACTIONABLE STRATEGIC PLANS.

This was made possible thanks to the leadership and support from Citi Foundation, Knight Foundation, The Miami Foundation



Session 4 of 7
Market Awareness and Unique Value Add

Go to bit.ly/TMFResourceBank to access accompanying Strategic Planning Summit Resources.

Go to bit.ly/RPOfficeHours to book Office Hours for additional guidance or support in applying these materials.

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Session 4:
Market Awareness and Unique Value Add

Directions: Discuss and capture your answers below.

MARKET AWARENESS

Types of Alignmnet

Direct: Have the same business model as your organization. They do what you do in the same place with the same people.
Substitutable: Meet the same needs for the consumer that your organization meets in a different way.
Resource: They do not compete for your customer but compete for resources like: funding, board members, volunteers, paid staff, media attention, office space, leadership development, partners, awards and recognition.

Your Organization's Name: **Major Services:** **Geographic location:** **Customers/Audience:**	**DIRECT ALIGNMENT:**
SUBSTITUTABLE ALIGNMENT:	**RESOURCE ALIGNMENT:**

Go to bit.ly/SPSUniqueValue to access a digital version of this workbook and other relevant resources.

MARKET AWARENESS

Directions: Identify your top four aligned organizations and answer the following questions.

The Miami Foundation

Aligned Organization:	**Aligned Organization:**
What do they do well?	**What do they do well?**
What exactly do they compete with you for?	**What exactly do they compete with you for?**
What do they do better than you?	**What do they do better than you?**
What is your edge compared to them?	**What is your edge compared to them?**

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MARKET AWARENESS

Directions: Identify your top four aligned organizations and answer the following questions.

The Miami Foundation

Aligned Organization:	**Aligned Organization:**
What do they do well?	**What do they do well?**
What exactly do they compete with you for?	**What exactly do they compete with you for?**
What do they do better than you?	**What do they do better than you?**
What is your edge compared to them?	**What is your edge compared to them?**

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Session 4:
Market Awareness and Unique Value Add

MARKET AWARENESS

Directions: Go to bit.ly/SPSUniqueValue, Tab 4C to complete your comparative analysis snapshot and access other relevant resources.

Use the space below for notes.

UNIQUE VALUE ADD

Types of Unique Value Add

Unique Asset: Producing social value by having a strength that no other organization in your geographic area has.
Outstanding Execution: Producing social value by providing the best service possible.

Directions: Use the space below to list out your unique value adds and choose your top 3.

Unique Assets	Outstanding Execution
Select top top 3 unique value adds:	

Go to bit.ly/SPSUniqueValue to access a digital version of this workbook and other relevant resources.

Session 4:
Market Awareness and Unique Value Add

Directions: Discuss and capture your answers below.

SESSION 4
PARKING LOT

KEY TAKEAWAYS

1. **WHAT ARE YOUR BIGGEST TAKEAWAYS FOR THIS SESSION?**
2. **WHAT QUESTIONS WERE LEFT UNANSWERED?**
3. **IF YOU COULD RETURN TO THIS CONVERSATION IN A FEW DAYS, WHAT ELSE SHOULD BE DISCUSSED?**

Go to bit.ly/SPSUniqueValue to access a digital version of this workbook and other relevant resources.