

## Define Your Positioning - Worksheet

1. Differentiation via **attribute**: your organization's uniqueness

*What is our organization's unique attribute?*

2. Differentiation via **how it's made**: your organization's "magic ingredient"

*What is our organization's "magic ingredient"?*

3. Differentiation via **being first**:

*What is our organization first in?*

4. Differentiation via **being the latest**:

*What is our organization the latest in?*

5. Differentiation via **leadership**:

*What is our organization the leader in?*

6. Differentiation via being **a specialist**:

*What is our organization a specialist in?*