

4 Principles of a Big Strategy™

How to outcompete and out earn your largest rivals.

1 COMPETE DIFFERENTLY

Refusing to compete like bigger rivals **IMPROVES YOUR ODDS** by **2X**.

EXAMPLES:

- **Dollar Shave Club**
- **NetJets**



Can you:

- Serve an underserved market?
- Sell around legacy channels?
- Elevate one aspect of your offering?

2 COMPETE MEANINGFULLY

Move beyond **TABLE STAKES** to better answer "Why should I buy from you versus your competition?"



ITS OUR PEOPLE.



ITS OUR QUALITY.



ITS OUR CUSTOMER SERVICE



Can you:

- Define what you do that is actually unique?
- Justify higher prices?
- Quantify the value you bring?

3 COMPETE COHESIVELY

ALIGN AND LINK activities to create an interlocking barrier that customers love and competitors can't penetrate.



- Does your marketing, pricing, staffing, target market, offerings, etc. seem generic and not connected to your core advantage?

4 COMPETE SELECTIVELY

"People think **FOCUS** means saying yes to the thing you've got to focus on. It really means saying **NO** to the hundred other good ideas that there are."



"You have to pick carefully."



- **Stop Do List?**
- **Never Do List?**
- **Strategic Plan?**



Do you:

- Find it hard to say no to new opportunities that require new capabilities?
- Focus on what you are best at?