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*Calculate your outthinker score*

Assessment Tool

# Calibrate Your Outthinker Score

Your businesses’ success will depend on your ability to differentiate yourself from the competition. The more unique you are, the longer competitors will become attracted to your success and copy you, the longer you can maintain faster growth and greater profitability.

The Outthinker Score measures your level of competitiveness. The higher your score, the easier it will be for you to grow fast and profitable. My research shows that if you can increase your score over your competition you will achieve 40% faster growth and/or profitability.

To begin the course, please calibrate your current Outthinker Score. If you have an existing company, complete the assessment thinking about how your company is today, not as you want it to be in the future.

If you are working on a brand-new company (e.g., you are a start-up), complete the assessment thinking about what your current plans are. In other words, if you were start the business today, many of the dimensions asked about what your current thinking or business plan says you would do.

For each of the 8 dimensions, rate your business as being “behind” the competition, “competitive” with the competition, or “different and superior” to the competition. Read each statement and circle the one that best describes your business.

**Note**: if you feel you do not have competition, then ask “what are customers who are not using my product or service now doing instead?” Your answer to that is your competition.

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| --- | --- | --- | --- | --- |
| **8 P’s of Strategy** | **Behind** | **Competitive** | **differentiated** | **Score:**  (enter 0 for “behind”, 3 for “competitive”, and 5 for “d” |
| Positioning: Our brand positioning is … | … inferior, unclear, or not well known to our core customer | … competitive, clear, and well understood by our core customer | … unique, well known, and one that competitors would resist trying to duplicate |  |
| Product: Our core customers view our product or service as … | … inferior in critical ways to the alternatives | … on par with the alternatives | … significantly superior in key areas (and competitors are unlikely to catch up soon) |  |
| Price: The way we set our price (our “$ per X”) is … | … inferior, more confusing, or otherwise less unattractive to our target core customer than that of our competitors | … similar to that of our competitors | … different in a way that our core customer prefers (e.g., they price per hour and we charge a membership fee) |  |
| Physical experience: What our customers see, hear, feel, smell, or taste when they interact with our brand is … | … inferior to that of our competitors | … on par with that of our competitors | … significantly different and superior to that of our competitors |  |
| Placement: The way in which we deliver our products or service to customers (in-person, virtual, store locations, etc.) is … | … less efficient or otherwise inferior to our competitors’ approaches | … similar to that of the competitors | … different and preferable to that of the competitors |  |
| Promotion: Our approach to communicating with customers and prospects (marketing, sales, promotion, etc.) is … | … less effective than that of our competitors (e.g., it costs us more to acquire a new customer) | … as effective as those of our competitors | … different from our competitors’ and allows us to acquire customers at a significantly lower cost or more efficiently |  |
| Process: Our internal processes (how we source inputs, recruit staff, create and deliver our product/service, etc.) are … | … inferior to that of our competitors (e.g., less efficient) | … comparable to that of our competitors (at or close to best practice) | … fundamentally different in a way that our customers prefer and competitors would resist copying |  |
| People: Our people policies (how we recruit, our organizational structure, our incentive structure, our culture or values, etc.) are… | … inferior to those of our competitors | … comparable to those of our competitors | … fundamentally different in a way that helps us deliver a better product/service and that our competitors will resist duplicating |  |
| **Add total score:** | | | |  |

List your three biggest strengths (where you are most differentiated and/or doing well) and three biggest weaknesses (where you want to improve):

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| --- | --- |
| **Key Advantages to Leverage** | **Key Weaknesses to Correct** |
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