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PURPOSE

Strategic Positioning captures a structured **SWOT** for the market, then converts it into prioritised **positioning actions** and a set of **executive conclusions**, including the overall **Strategic Position**.

CLIENT VALUE

Translate a clear-eyed view of strengths, weaknesses, opportunities and threats into a defensible view of how the company should compete in the market.

HOW TO USE

1. Create an assessment and record **SWOT** items (Strengths, Weaknesses, Opportunities, Threats).
2. Build positioning actions in each action area as **Finding** → **Implication** → **Recommended Action**, with a **Priority** (1–5).
3. Draft the **executive conclusions**, moving each from **Suggested** to **Confirmed** as you agree it.
4. Review the overall **Strategic Position** conclusion.
5. Export the client-facing record.

UNDERSTANDING THE RESULT

Priority orders the positioning actions; it never aggregates into a score. The assessment is complete when the executive conclusions, including the Strategic Position, are **Confirmed**.

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing positioning record, reflecting the SWOT, actions and conclusions you entered.