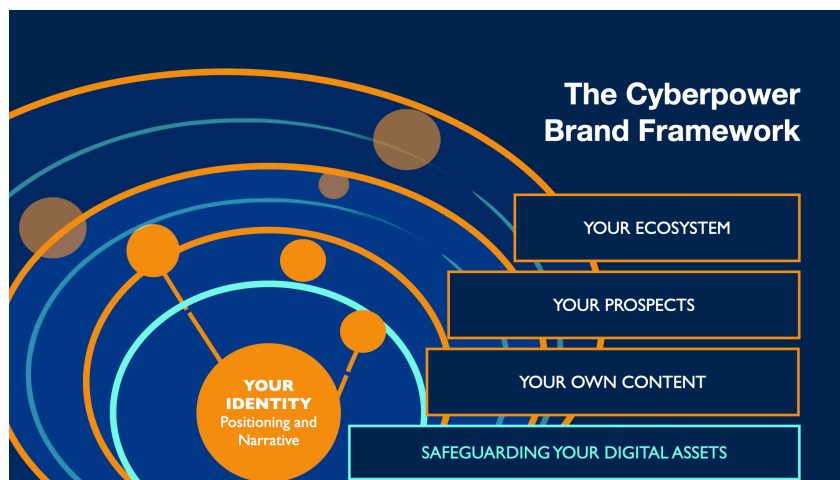


Your Cyberpower Brand Worksheets

Your Strategic Positioning

Welcome to your Cyberpower Brand Worksheets!
These worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for. Throughout the worksheets, each activity is aligned with the Cyberpower Brand Framework.



By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheets digitally, print the tasks or use the file as a template.

Good luck!

Cyberpower Growth Strategy - Winning Your First Clients as an Early Entrepreneur

Strategic Positioning

Fill in your top two strategic positionings:

1.	
2.	

In alignment with your business strategy, which one have you decided to focus on:


Your Strategic Positioning:	
-----------------------------	--

What internal measurements will you apply? For example,

- Customer orientation: customer retention, customer satisfaction, employee training in favour customer loyalty
- Product orientation: market share, product improvement, product desirability
- Concept orientation: cult-like reputation, disrupt current market paradigms, project vision as customer value proposition

In alignment with your strategic positioning, list min. three you will implement. Ensure that you provide suggestions that you will be able to measure:

1.	
2.	
3.	



**Cyberpower Growth Strategy - Winning Your
First Clients as an Early Entrepreneur**

In what way will that impact your outreach and growth system?
Describe and suggest specific ways forward:

Summarise the implications for your messaging architecture.

What concrete steps will you implement in the next three months?