Phase 1: Questions


1. How are we unique in the college, on campus, in the state, in the world?

2. What should we be known for?

3. What are we known for?

4. How are we positioned compared with others "like us" that gives us a competitive advantage and allows us to capture value?

5. How are we doing right now?

6. What are we doing that is:
   a. Essential and positive:
   b. Essential and neither positive or negative:
   c. Essential but negative:
   d. Not essential but positive:
   e. Not essential and neither positive or negative:
   f. Not essential and negative.

7. What deliverables must be maintained?

8. What deliverables must be enhanced?

9. What do we do that should be discontinued or modified?

10. What resources exist in our team, Unit, CALs, UA, the world at large that can help us?

11. What are we passionate about?

12. What are our positions versus our competitors that give us a (unfair) competitive advantage and delivers value?