



## Is Your Business At Risk of an Eroding Advantage?

Check if  
"agree"

1. We are investing at the same levels or even more and not getting margins or growth in return.
2. Customers are finding cheaper or simpler solutions that are "good enough."
3. Competition is emerging from places we didn't expect.
4. Customers are no longer excited about what we have to offer.
5. We are not considered a top place to work by the people we would like to hire.
6. Some of our very best people are leaving.
7. Our stock is perpetually undervalued.
8. Our technical people (scientists and engineers, for instance) are predicting that a new technology will change our business.
9. We are not being targeted by headhunters for talent.
10. The growth trajectory has slowed or reversed.
11. Very few innovations have made it successfully to market in the last two years
12. The company is cutting back on benefits or pushing more risk to employees.
13. Management is denying the importance of potential bad news.