



Positioning Statement for

Executive Leadership

?

Target Audience

?

Problem Statement

?

Title and Function
(same for all audiences)

?

Value Proposition

?

Differentiation

?

Evidence

?

Target Audience

×

For financial management in my company.



Positioning Statement for

Executive Leadership

?

Target Audience

?

Problem Statement

?

Title and Function
(same for all audiences)

?

Value Proposition

?

Differentiation

?

Evidence

?

Target Audience

×

For financial management
in my company.