



A unit of the Arizona State University Knowledge Enterprise

Global Entrepreneurship & Innovation Virtual Bootcamp

Strategic Planning: Implementation

1. What makes you unique? Each company crafts a unique set of attributes that distinguish it from its competitors.
2. What do you think makes the company Tesla unique?

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3. In an ecosystem full of animals, what may happen if there is no water? What happens if predators become scarce?
4. What happens if one orchestra musician doesn't know his/her music partition? How does this relate to a balanced scorecard in a company?
5. What may happen if you don't assess employees' performance?