fsg context

**Know instantly if your strategy is viable by asking if it forces you to change from what you're doing now.**

The second goal of strategy is to become different to your competitors. The first is to become different from yourself. Different to how you were yesterday. Your results will only change when you do. Test if your strategy demands such change from you.

1. Write down your strategy. Remember, an effective brand strategy is simply:

*The unique value your brand is going to deliver to customers, which they can't get elsewhere.*

***Tip: if you're struggling with the concept of 'value', try The Real Product.***

2. Either alone or with a group, answer the question:

*"Are we already delivering this value adequately?”*

This includes delivery on a product level and communicating the idea with branding.

3. How did you answer?

No. This is good. Start to discuss what you need to add/change to deliver it - try ***Minimum Viable Strategy.***

Yes. This is a big red flag. Your strategy is either too vague and doesn't ask enough of you, or it's too timid and doesn't demand sufficient change. Examine it further with a Subjectivity Test.