

## Strategic Planning Critical Information Needs Worksheet

Key Result Areas	What do we know?	What do we need to know?	Where can we get the information?	Possible Data Sources
Customer Needs				<ul style="list-style-type: none"> <li>• Customer needs market research               <ul style="list-style-type: none"> <li>– Surveys/Interviews</li> <li>– Observations</li> </ul> </li> <li>• Informal feedback (e.g. phone calls, e-mail requests, field sales)</li> <li>• Syndicated data/surveys</li> </ul>
Customer Perceptions of the Organization/Corporation				<ul style="list-style-type: none"> <li>• Focus groups</li> <li>• Brand perception studies</li> <li>• Brand and product loyalty studies</li> </ul>
Awareness and Image				<ul style="list-style-type: none"> <li>• Brand perception research</li> <li>• Advertising/Public relations plan</li> </ul>
Competition				<ul style="list-style-type: none"> <li>• Competitive analysis</li> <li>• Environmental scan</li> <li>• Web site research</li> <li>• Survey research</li> <li>• Syndicated data/surveys</li> </ul>

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<b>Competitive Positioning</b>				<ul style="list-style-type: none"> <li>• Positioning research</li> <li>• Brand Contract</li> <li>• Advertising/Public relations plan</li> </ul>
<b>Products and Services Perceptions</b>				<ul style="list-style-type: none"> <li>• Customer research</li> <li>• Product/service order forms</li> </ul>
<b>Segmentation &amp; Relevant Publics</b>				<ul style="list-style-type: none"> <li>• Customer databases/Data mining</li> <li>• Purchased lists</li> <li>• Advertising/Public relations plan</li> <li>• Web orders/inquiries</li> <li>• Syndicated data/surveys</li> </ul>
<b>Organizational Alignment</b>				<ul style="list-style-type: none"> <li>• Mission, Vision, Values</li> <li>• Strategic plan</li> <li>• Operational plan</li> <li>• Marketing plan</li> <li>• Employee Opinion surveys</li> </ul>