



The Challenger System

10 QUESTIONS TO START THINKING LIKE A CHALLENGER

Positioning

BEFORE

Unclear business values & vision

Vibes

AFTER

Deep connection to your "Why"

1

"People don't buy what you do or how you do it, they buy why you do it." - Simon Sinek

Why does your business exist?

BEFORE

Vague understanding of customer

Tribes

AFTER

Vivid understanding of your customer

2

Who is your customer and what job are they hiring you to do?

BEFORE

Undifferentiated mission

Lives

AFTER

Authentic, unique mission

- 3** What other options can customers hire for this job? If you're not the most qualified, what changes will you make?

Strategizing

BEFORE

Murky awareness of market

Barriers

AFTER

Pointed grasp of market vulnerabilities

- 4** What are the key drivers of customer frustration and poor reviews?

BEFORE

Uncertain how to bridge gaps

Bridges

AFTER

Unique ideas that bridge market gaps

- 5** How are your customers compensating for market gaps: competitive products, hacks, or are there needs simply going unmet?

BEFORE

Undifferentiated execution plan

Blueprints**AFTER**

Powerful tactics and plan to execute

6 How can you consolidate your budget to do fewer things, and target fewer markets, better?

Delivering

BEFORE

The wrong people in the wrong chairs

Teaming**AFTER**

Experts to put plans into action

7 Identify the superpowers on your team vs those needed to strike with precision.
If there are gaps, how will you fill them?

BEFORE

Stumbling execution

Executing**AFTER**

Precise execution to start enacting change

8 How can you sequentially approach building trust and customer adoption?

BEFORE

Lacking post-mortems

Optimizing**AFTER**

Winning culture of continuous improvement

9

What did each of your team members learn from the quarter/year's marketing plan and how will it make the next one better?

BONUS QUESTION**10**

If you were to start a similar business today, and weren't constrained by the same systems or legacy, what would you do differently to delight your customers and win?

5&Vine champions an evolved form of capitalism — one that benefits shareholders, communities and the planet. We help brave, socially-minded Challengers defy the odds and come out on top.

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