



# The Challenger System

10 QUESTIONS TO START THINKING LIKE A CHALLENGER

## Positioning

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### BEFORE

Unclear business values & vision

Vibes

### AFTER

Deep connection to your "Why"

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"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

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2

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

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**BEFORE**

Undifferentiated mission

**Lives**

**AFTER**

Authentic, unique mission

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

## Strategizing

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**BEFORE**

Murky awareness of market

**Barriers**

**AFTER**

Pointed grasp of market vulnerabilities

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

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**BEFORE**

Uncertain how to bridge gaps

**Bridges**

**AFTER**

Unique ideas that bridge market gaps

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

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**BEFORE**

Undifferentiated execution plan

**Blueprints****AFTER**

Powerful tactics and plan to execute

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

## Delivering

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**BEFORE**

The wrong people in the wrong chairs

**Teaming****AFTER**

Experts to put plans into action

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

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**BEFORE**

Stumbling execution

**Executing****AFTER**

Precise execution to start enacting change

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

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**BEFORE**

Lacking post-mortems

**Optimizing****AFTER**

Winning culture of continuous improvement

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**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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