



Worksheet: SPIKE Spotter

We recommend you first complete the “Best Success to Date” Worksheet before starting this worksheet. Review the ideas you came up with in the previous worksheet and circle the ones that you think could be adapted to provide your current organization with a unique angle and provide maximum ROI. These are potential SPIKES where you can provide immense value to your organization.

Adele Cehrs’ book, *SPIKE Your Brand ROI*, explains SPIKES in detail. Here are some examples of SPIKES:

- Trend SPIKES. (Cupcakes, *50 Shades of Gray*. Food trucks. Warren Buffet philanthropy. Pinterest.)
- Pop Culture/Celebrity SPIKES (Oreo and Super Bowl. Beyoncé and Jay-Z. Kardashians.)
- Relevance SPIKES. (Neurosurgeon—concussions in NFL. Travel industry—Air BNB.)
- Disaster/scandal SPIKES. (Tiger Woods. Hurricane Sandy. Bridge-Gate.)
- Research SPIKES. (Sleep deprivation related to obesity. *Harvard Business Review* article on Alzheimer’s in CEOs.)
- Political SPIKES. (Presidential campaigns. “Binders full of women.” Fiscal cliff. Pundits.)
- Event SPIKES (Pulitzer Prize Winners. Academy Awards and Ellen DeGeneres.)
- Competitor SPIKES. (T-Mobile “Break Up with Carrier” campaign. Susan G. Komen and Planned Parenthood.)

Fill out the SPIKES you are anticipating for your organization in following categories:

1. Trend SPIKES: What trends have you seen that have or will impact your industry in the next 30, 60, 90 days?

2. Pop Culture/celebrity SPIKES: Identify the thought-leaders and superstars of your industry, profession or organization? How can you build on their success your organization?

3. Relevance SPIKES. What’s has people buzzing in your industry?



Worksheet: SPIKE Spotter Cont'd

4. Disaster/scandal SPIKEs. What previously held beliefs or misperceptions do people avoid discussing, a polarizing figure, or an issue that goes largely ignored?

5. Research SPIKEs. What research has been released that will make people rethink previously held beliefs, ideas or myths pertaining to your industry, profession or organization?

6. Political SPIKEs. What legislation or political concerns/opportunities will be impacting your industry, profession or organization in the next 30, 60, or 90 days?

7. Event SPIKEs. What major events impact your organization, members or customers indirectly and how will you respond to real-time SPIKE that occurs as a result of those events?

8. Competitor SPIKEs. What have competitors said that made your customers pay attention? How can you capitalize on their success?
