



Worksheet: What Does Your Current Customer Really Think?

For this exercise you will write down everything that your current customers, past customers, or members are experiencing with your brand—good, bad, and ugly. Be brutally honest about your organization's strengths and weaknesses.

1. What do your biggest fans say about your organization?

2. What do your biggest critics say about your organization?

3. What do you secretly fear they know about your organization that would make them cancel their membership or refuse to purchase anything from your company?

4. What organizational weaknesses do executives whisper about?

5. What do you not want to talk about with valued customers or board members because it would trigger too much fear to confront?

6. What three things your biggest competitor says about your organization to discredit what you do?
