



Mind the Gap: Creating Your Successful Business Strategy

Susannah Schofield

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Every business needs to accurately assess its own strengths and weaknesses against their competitors, direct or indirect, in order to create a winning strategy.

Mind the Gap introduces the author's tried and tested strategic model, the Dice Matrix, which will enable you to do just that. This simple business tool will allow you to stress test your weaknesses, compare your performance against customers' perception and also highlight the strengths you provide as a business. You can input your own set of criteria to gain a valuable, tailored overview of the necessary actions to achieve success.

Using examples and evidence collected from over 100 experts from a variety of business sizes and types, the author provides groundbreaking insights into key issues and challenges, from customer needs to market perception.

Mind the Gap provides the essential tools required for any Business Owner, Director or Manager to implement a detailed gap analysis of their business and to create a strategic plan for long-lasting growth and success.

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