

## The Six Recalibration Questions

1. Where is the latent profit in your business?



2. How can your current customers help you unleash that latent profit?



3. How can you unleash latent profit with new customers?



4. Is your brand strategy right for the times?  
i.e., what do you want your customers to think about you?



5. Are you communicating with customers optimally at all touchpoints?



6. How clear and compelling is your internal brand?

