



### Attributes of Differentiating Activities:

- How you execute differently
- Competitors would not or cannot do without great effort or expense
- 3 to 5 activities; often synergistic

### Each team member:

- Reflect and list 3 to 5 possible **differentiating activities**
- Describe each with a **short phrase**

Differentiating  
ACTIVITIES

### Collaborate as a team:

- Discuss and list 3 to 5 differentiating activities

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_