Tool 2.3.1 Self-Check Reflective Questions Checklist for Boards and Executive leaders: Market Focus

Self- check question	Comment / Action
1. What are we known for? (what is our brand)	
2. What do we want to be known for as we move forward?	
3. What do we NOT want to be known for?	
4. Who exactly are our current clients and how do we know them?	
5. Where exactly are our target markets for connecting with clients and NDIS participants moving forward?	
6. Do our target markets need to change in order for us to operate more successfully and competitively in the NDIS?	
7. How do we identify, attract and retain new loyal and satisfied participants who are enthusiastic to purchase services and supports from us rather than the many other providers in the competitive NDIS market?	
8. How can we check and quantify if in fact our clients and participants are actually satisfied with or enthusiastic about our services?	
9. Why would an NDIS participant choose our organisation over others?	

Self- check question	Comment / Action
10. What exactly are our points of difference to other providers in terms of what we offer and the niche groups we cater for or the specialised services we offer?	
11. What are our unique marketing approaches and innovative strategies?	
12. How are other service providers attracting and engaging with their participants – what can we learn from their strategies?	
13. Do we want to change, expand or even reduce the services that we offer to attract new participants or to provide specialised supports?	
14. How can we grow the 'business' capacity of our organisation to attract and retain high functioning staff and long term participants thereby underpinning the sustainability of our organisation?	
15. What additional knowledge, skills, talent and resources do we need to acquire in order to grow our marketing expertise and promote our points of difference?	
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