



Strengths assessment

Use this form as a working paper to think about company strengths – consider the impact or potential impact on your business as High-Medium-Low for each



Weaknesses assessment

Use this form as a working paper to think about company weaknesses – consider the impact or potential impact on your business as High-Medium-Low for each



Top 5 strengths/weaknesses summary

Strength	So what? (what impact on the business?)	Evidence? (are we sure?)
1		
2		
3		
4		
5		

Top 5 weaknesses

Weakness	So what? (what impact on the business?)	Evidence? (are we sure?)
1		
2		
3		
4		
5		



Company strategic direction – objectives – plans which will impact my Key Account growth plans

Company direction-objective-plan	Implication for this key account
1	
2	
3	
4	
5	



My Action

Summary of the additional Action you I will take as a result of working through this Module

Action	When	Done