



THE FUTURE OF WORK ROADMAP

CHAPTER TWO - MARKET MASTERY

WORK DESIGN QUESTIONS

Questions to help design work activity

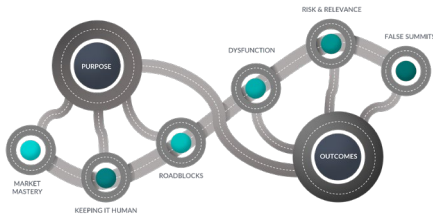
What type of products or services does the business provide?

Who are customers and consumers?

What does the business want to be known for and remembered?

What unique value does the business create?

What makes the business different from the competition?



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Why do consumers and customers chose to work with the business and buy from you or come to you for help?

What are the strategic priorities?

In what way is the business changing?

What *strategic capabilities are being created?

**Strategic capabilities are defined as the business processes that execute a firm's strategy and are a source of any competitive advantage.*

What are the key work activities that enable the execution the priorities and underpin strategic capabilities?



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What external factors will influence how work is performed?

Questions to help design work activity

What external factors influence how work is and will be performed ?

What internal factors are influencing how work is performed?

Which suppliers and partners contribute to the products and services produced?

What are risks are we exposed to by any collaboration with suppliers and partners?



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How does technology impact the way work is and will be performed?

What time horizons need considering?

What are the key work activities that will help us execute our priorities?