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To leverage the value of your business, start by identifying your core competency. Of all the things you do in your business, what is it that you do best? Hone in on the one thing that you do better than anyone else and that builds value and credibility for your company day in and day out.

Scan your environment and the markets around you to see how your expertise could be used in ways that are different from the ways you are using it now. Who would be interested in your expertise? Think about different industries? Are others with your expertise doing business in areas where you are not? Take a look at what is happening outside your four walls and consider if you could play in that space.

Ask your self...What if? Identify a few areas and repurpose your expertise for how it would work in those areas. Present your ideas to different channels within the new space and gain feedback and insight as to the feasibility. Based on this information evaluate if you can create a new revenue stream and make money in a new and different way from what you are doing now? Can you add a new revenue stream that helps you diversify your business? Strategically, does this fit with where you want your business to go? Continually going through this question and answer exercise will help you identify the best opportunities for leveraging your value.