

# RESOURCES

## Phase I: Creating Consistency



### Activity 1: Landscape Analysis

#### Goals

1. Understand where your program fits in the competitive landscape
2. Use results to innovate, make decisions, identify opportunities for collaboration, increase usefulness/effectiveness of your platform

#### Prerequisites

Governance Activity:  
Mission/Vision

Community Engagement  
Activity: Who Is Your  
Community

#### Who Should Participate?

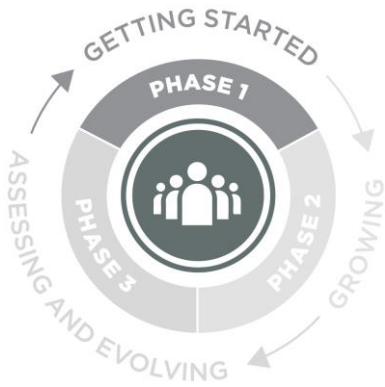
Program management (tactical thinkers) with initial brainstorming input from program leadership and program staff.

#### Length

60-90 minutes

#### Activity Instructions

1. As a group, build as comprehensive a list as possible of the competitive landscape - programs or organizations that are engaged in roughly the same work, serving roughly the same stakeholder groups. This list can be created during an in-person brainstorming session, or offline through a shared document or virtual whiteboard.
2. Create an assessment template that includes (at least) the following categories:
  - a. Program or Organization name
  - b. High level purpose
  - c. Target audiences
  - d. Mission, values and vision — What are the specific, tangible goals they're trying to accomplish?
  - e. Unique value proposition — What does the program claim to do that is different from other programs?
  - f. Financial resource model - is the program supported by membership, earned income, grants, etc.?
  - g. OSS license (or note if it's a proprietary application)
3. Analyze the landscape by discussing and capturing answers to the following questions about each program. If you have identified a large number of programs, you may prioritize them via sticker vote or group them according to category to limit the amount of research required.
  - a. How is your program different? How is it the same?
  - b. What are you doing better? What can you highlight in your messaging and communications that is unique and will resonate with your target stakeholders?
  - c. Where are your competitors excelling? What can you learn from them?
  - d. Where are your competitors falling short? Are there any strategies that aren't working? Could you do them differently, or better?
  - e. What "gaps" do you see? Are there missed angles or opportunities? Could you fill those gaps? How does this information inform your own point of view and messaging?



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### Output

- Keep the documentation generated from this activity - the landscape analysis and the discussion questions - somewhere accessible to all program staff
- Use the results of this activity when:
  - Working to communicate the advantages of your program over another
  - Developing messaging or outreach strategies
  - Identifying new opportunities for innovation to increase the usefulness or effectiveness of your platform
  - Identifying new opportunities for collaboration or integration