

POSITIONING DIAGNOSTIC

Is Your Position Still True?

A leadership pressure test for checking whether
your market story still matches the business you
have built.

THE NEXT [NEXT] GROUP

THE ARCHITECTURE OF THOUGHT LEADERSHIP



The business moves. The story often lags.

Positioning loses force when the company, the market, or the proof changes faster than the language around it.

01

REALITY

The company has become more capable or more focused.

02

MARKET

Buyer priorities, competitors, or category expectations moved.

03

PROOF

The strongest work now supports a different claim.

04

AMBITION

The next opportunity asks the company to stand for more.

SCORE EACH STATEMENT FROM 1 TO 5

How much pressure can the position hold?

01 Our story describes the business we have today. 1 2 3 4 5

02 Leadership uses the same language to explain our value. 1 2 3 4 5

03 A prospective client can quickly understand why we are different. 1 2 3 4 5

04 Our strongest proof supports the claim we make. 1 2 3 4 5

05 The position gives us permission to pursue the opportunity ahead. 1 2 3 4 5

06 Our offer, story, and go-to-market choices reinforce one another. 1 2 3 4 5

07 The language sounds like us and could not belong to a competitor. 1 2 3 4 5

08 The team knows what to say no to. 1 2 3 4 5

LOOK FOR THE LOWEST SCORES

Find the gap.

A low total matters less than a clear pattern. Circle the area where misalignment is creating the most friction.

REALITY

The story describes a company you have outgrown.

CLARITY

People understand the words but cannot repeat the value.

ALIGNMENT

Leadership, sales, and creative teams tell different stories.

PROOF

The claim is stronger than the evidence behind it.

OPPORTUNITY

The current position cannot carry the next ambition.

TURN THE GAP INTO A DECISION

What needs to become true next?

Use the pressure test to focus one candid leadership conversation. Choose the gap with the greatest business consequence.

WHAT CHANGED IN THE BUSINESS OR MARKET?

WHERE IS THE CURRENT STORY COSTING US CLARITY OR OPPORTUNITY?

WHAT SHOULD THE NEXT POSITION MAKE EASIER TO DECIDE OR DO?

NEXT STEP

If the gap is consequential, the Growth Alignment Sprint is designed to close it.