What do competitors do that your customers care about most? How can you do that? 6. What key actions would assure high performance within 12 months? What stands in the way? 7. What services from other industries might be adapted to your organization? 8. Should you pare down or expand your offerings? What would make your offerings 10% -just 10% - better than any other competitor in your market space? 9. What are your advantages in the local market – beyond your competitors? Why? 10. What are the most glaring weaknesses? What might be done? 11. What improvements would make your internal organization better than it is now? 12. What must be done for the best people to want to join your organization? 13. Name 3 key impacts on your industry in 5-10 years? How are you positioned? 14. What is your organizational vision for the next five years? Are you moving toward that vision? If not, what would help most? 15. What advice do you have for a future HealthCare Manager