



Exercise 1.E:

Strategic Positioning

Choice Check

Concept Focus: Strategic Positioning & Business Identity

Format: Individual Work using Template

Duration: 20–25 minutes

Task

Your positioning determines how clients perceive your creative business. This exercise helps you clarify your **strategic positioning, mission, and long-term vision**.

Step-by-Step Instructions

Step 1: Choose Your Positioning Strategy (5 minutes)

Based on your Competitor Matrix, choose one strategy:

- **Cost Leadership** – lowest price / high volume
- **Differentiation** – unique creative quality or approach
- **Niche Focus** – specialising in one client segment

Write a **3-sentence justification** explaining why this strategy suits your business.

Step 2: Write Your Mission Statement (5–7 minutes)

Your **Mission Statement** describes your current purpose.

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Template:

We [action] for [target client] to help them [desired outcome].

Example:

“We create brand identities for sustainable hospitality businesses to help them attract environmentally conscious customers.”

Step 3: Write Your Vision Statement (5–7 minutes)

Your **Vision Statement** describes the long-term impact of your work.

Template:

A world where [positive change your work enables].

Example:

“A world where independent businesses communicate their values through authentic creative design.”

Step 4: Align Your Business Model (5–6 minutes)

Review whether your **business model type** supports your positioning.

Possible models:

- Solo Freelancer
- Boutique Studio

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- Creative Agency
- Product-Based Studio

Write a short explanation of why your chosen model supports your positioning.

Let's Reflect

- Does your positioning clearly differentiate you?
- Is your mission statement specific and realistic?
- Does your vision inspire the future direction of your work?

