

WHEN TO USE COMPETITIVE Analysis to Engage Your Members



As a Vistage Chair, it is your job to ask questions to lead conversations to help your members achieve their business goals. Digital competitive analysis is a fantastic platform to generate strategic, thought-provoking questions that result in highly-productive conversations.

Blue Corona will do a free summary-level digital competitive analysis for any of your members. All you have to do is complete the form on www.bluecorona.com/vistage-chair. While it may be obvious how you can use the output competitive analysis data to engage your members, here are a few ideas from us—as well as some questions we have found to be helpful.

- 1 During Your Next 1-2-1:** The first and most obvious way to use digital competitive analysis to engage your members is during your next 1-2-1. You might say something like, “As a Vistage Chair, I have access to some pretty great resources. One of Vistage’s National Alliance Partners is a company called Blue Corona. As part of the partnership, I had them do a summary-level digital competitive analysis of your company and three competitors. Take a look at this.”

You could also bring it up at a 1-2-1 by asking questions related to an area of potential weakness (relative to their competitors). For example, let’s say your member doesn’t have a mobile-friendly website, but all of their competitors do. You might kick off your 1-2-1 by saying, “I just got back from ChairWorld, and I sat through a really interesting presentation given by one of Vistage’s National Alliance Partners, Blue Corona. What percentage of U.S. website traffic do you think comes from people using mobile devices? (Let them answer). It’s 68 percent—can you believe that? Do you know how much of your website traffic comes from people using mobile devices?”

- 2 As A Group Exercise:** Another way to use a summary-level digital competitive analysis is via a 15-20 minute group exercise. You could kick off a member meeting with a handful of facts related to tracking and analytics, website accessibility, content, search visibility, and/or social media. Then, distribute the summary analysis of each member in your group. Give them a few minutes to digest the data; then, ask questions like, “who within your organization is responsible for your tracking and analytics? What percentage of your website traffic comes from people using mobile devices? What is your mobile-strategy? When is the last time you tested your website’s speed?”

- 3 As a Workshop:** A third way to use digital competitive analysis to engage your members is by scheduling Ben Landers, Blue Corona’s President and CEO, to come host a workshop at one of your group meetings. At a workshop, Ben will spend the first half outlining various digital competitive analysis frameworks—customized to the types of businesses in your group. For the second half of the workshop, Ben will personally walk members through an actual analysis of their company. This will include many thought-provoking questions that really get your members thinking in actionable terms.