





# Ask Yourself

- What if your dream client landed on your website... and couldn't quite see what makes your company the ONE?
- Do you ever feel like your company isn't getting the attention it deserves—even when your offer is bold, brilliant, and transformational?
- Are you struggling to clearly articulate what makes your company unmistakably different in a sea of soundalikes?
- Have you poured time and energy into growth—but still feel unsure how you stack up to your *real* competitors?
- Do you secretly long for the clarity and confidence that comes from *truly knowing* the space only your company can fill?

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# What are Core Competitors?

**Core Competitors are the 3–5 businesses whose offerings most closely rival yours in the eyes of your most ideal customers.**

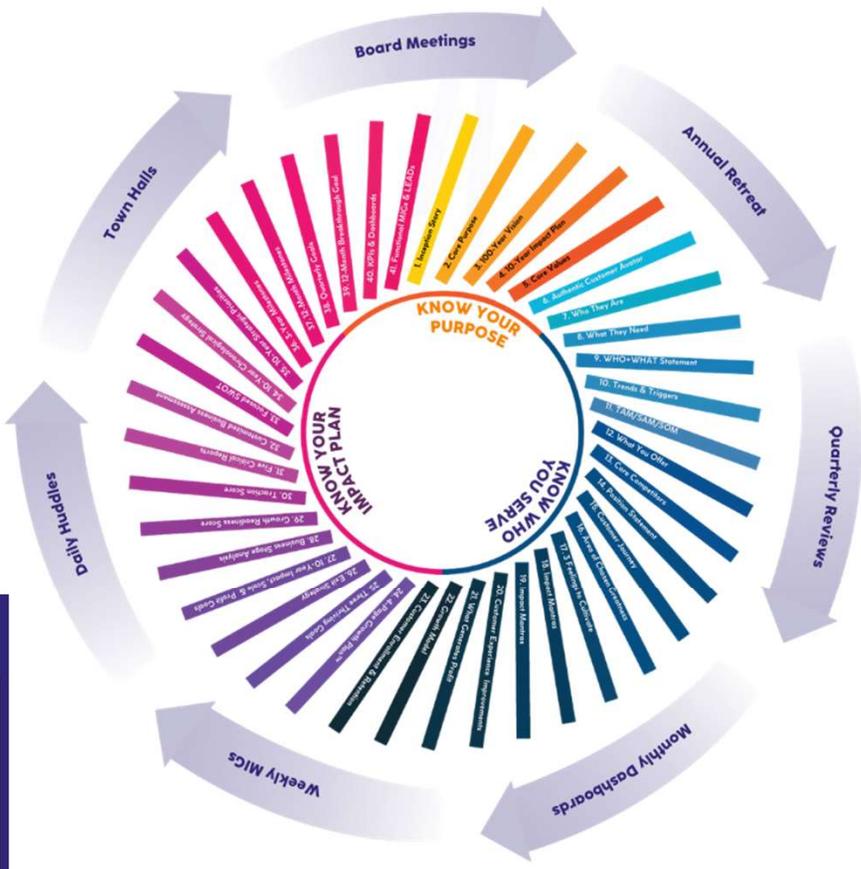
- These aren't just companies in your general category—they are the real alternatives your prospects are actively comparing to your company.
- They may be direct competitors with a similar niche or focused offerings from larger, more established players.



# A FORCE FOR GOOD Today's Focus

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- Core Growth Element: **Core Competitors**
- Today's Tool: **Competitive Analysis Framework™**
- Workshop Goals:
  1. Use the Competitive Analysis Framework™
  2. Define Three Core Competitors
  3. Identify one High-Leverage Habit and one High-Potency Action.
- *Download the Competitive Analysis Framework™ now!*





# Why You Need Core Competitors?

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1. Humans make sense of things through *contrast*. Know what sets you apart.
2. Enable smarter decisions across product, marketing, and pricing.

*Being clear about who you're not is one of the fastest ways to become who you truly are.*



## 3 Core Growth Elements – *Where It Fits on the 4-Page Growth Plan™*

- 4-Page Growth Plan™ - In four pages is everything you need to know to unlock the puzzle of growth in your business.
- On Page 1 of your 4-Page Growth Plan™ -- *Know Who You Serve*
- This section defines your customer – it inspires this Core Growth Element:
  - **Core Competitors**
- Inspires everything on the 4-Page Growth Plan™.

**FFG 4-Page Growth Plan™ (4PGP)**  
A living, breathing reminder of what is most important for growth.

**KNOW YOUR PURPOSE.**

Inception Story

Core Purpose | 100-Year Company Vision

10-Year Impact Goal | Core Values

**KNOW WHO YOU SERVE.**

Total Available Market	Serviceable Addressable Market	Serviceable Obtainable Market

**Authentic Customer's Offering**

Who They Are	What They Need	WHQ+WHAT Statement	Why – Trend & Triggers

What You Offer | **Core Competitors** | Position Statement | Chosen Area of Greatness

3 Feelings to Cultivate | Impact Metrics | 3 Customer Experience Improvements

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# What is a Competitive Analysis?

A competitive analysis is a strategic evaluation:

1. Identify key competitors
2. Compares their offerings, pricing, positioning, and brand strategies
3. Understand strengths, weaknesses, and whitespace opportunities

## Goal:

To uncover what makes your company distinct, desirable, and defensible.



# Why Contrast Helps the Brain

Our brains are designed to detect differences, not similarities

1. Contrast sharpens perception.
2. Contrast highlights what's important
3. Contrast clarifies complex concepts
4. Contrast increases memory retention and emotional impact

**Contrast is how the brain finds meaning.**

# Everyone Has Competitors

Inexperienced founders might say...  
*“My company is the only company that does XYZ.”*

**Don't fall into this trap.**

- No doubt your company has (or will have) a very unique offering, but it is important to know the alternatives your Authentic Customer is already thinking about.
- Don't fear competition.
  - The presence of other successful players in your market demonstrates there is a real need.
  - demonstrates customers already exist who will pay for a product/service that solves the specific need your company addresses.



# Core Competitors Example: Incredible Health

Incredible Health, Trusted Health, Nomad Health, and Aya Healthcare are leading platforms transforming healthcare staffing through technology and innovation.

Company Name	Incredible Health	Trusted Health	Nomad Health	Aya Healthcare
Product Offering	AI matches nurses in days, not weeks	Travel nurse focused platform	Wide job variety, less specialization	Large network, but traditional matching
Price	Transparent and hospital-paid	Competitive, traveler-paid	Often negotiable, unclear terms	Rates vary, platform takes cut
Quality	High quality, curated candidates	Good for flexible roles	Decent match but broad	High volume, variable fit
Customer Service	Excellent hospital and nurse support	Traveler-centric support	Limited live help	Decent but not personalized
Innovation	AI-driven, predictive hiring	Job alerts, basic filters	Fast interface, less smart	Standard search-based UX
Market Share	Growing presence, niche authority	Strong in travel nursing	Good for short contracts	Dominant brand, legacy methods
Brand Recognition	Rising awareness in hospitals	Trusted by mobile nurses	Recognized but not leading	High industry recognition
Distribution Channels	Direct-to-hospital pipeline	Mobile-first app	Flexible access points	Broad staffing model



# Core Competitors Example: Attn: Grace

Attn: Grace, TENA, Always Discreet, and Because Market are prominent brands offering incontinence products, each with distinct approaches to design, sustainability, and customer engagement.

Company Name	Attn: Grace	TENA	Always Discreet	Because Market
Product Offering	Sustainable, women-designed incontinence care	Legacy brand, wide product range	Mass market, low-cost appeal	Direct-to-consumer, aging-focused
Price	Premium, eco-conscious pricing	Affordable, bulk options	Lowest price point	Competitive DTC pricing
Quality	Natural, skin-safe materials	Reliable, traditional materials	Synthetic, less breathable	Moderate quality, skin-sensitive
Customer Service	Customer-first, real talk tone	Clinical, institutional	Basic support	Helpful, friendly service
Innovation	Design-forward, non-toxic innovations	Established but less modern	Low innovation, high volume	Innovative packaging, niche focus
Market Share	Emerging, purpose-led brand	Global market leader	High market share	Growing in DTC space
Brand Recognition	Rising in women's wellness	Highly recognized in healthcare	Familiar household brand	Gaining traction among boomers
Distribution Channels	Online, boutique retail partners	Pharmacies, big box	Broad mass retail	Online, subscription model



# Core Competitors Example: Spekit

Spekit, WalkMe, Whatfix, and Pendo are leading digital adoption platforms (DAPs) designed to help organizations maximize the value of their software investments by enhancing user engagement, streamlining onboarding, and providing contextual guidance within applications.

Company Name	Spekit	WalkMe	Whatfix	Pendo
Product Offering	On-demand, contextual learning	Robust, enterprise onboarding	Flexible, scalable for teams	Powerful analytics, product-led
Price	Mid-tier SaaS pricing	Premium, enterprise-priced	Custom pricing, moderate	Freemium to enterprise tiers
Quality	Simple UI, solid outcomes	Highly customizable, steep learning curve	Adaptable, moderate complexity	High polish, user-focused
Customer Service	Fast support, hands-on onboarding	Support varies by plan	Help center + live chat	Helpful, but not personalized
Innovation	Real-time tooltips & integrations	Workflow automation powerhouse	Strong app integration	Advanced in-app guides
Market Share	Growing fast in enablement	Established enterprise leader	Widely used in IT/SaaS	Strong in product-led orgs
Brand Recognition	Gaining name in enablement	Top of mind for enterprise	Recognized across sectors	Known in product/UX circles
Distribution Channels	Salesforce-native, browser-based	Desktop + browser, full suite	Strong browser compatibility	Cross-platform, app-centric



# Competitive Analysis Framework™

Receive free weekly tools:  
[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)

Identify Your Customers

Build Comprehensive Criteria

Draft Your Competitive Matrix



# Competitive Analysis Framework™

## Part 1 – Identify Your Competitors

1. Direct Competitors.
2. Core Competitors.
3. Indirect Competitors.
4. DIY, Free, or No Solution.

*Let's walk through each of these.*

### Competitive Analysis Framework



#### PART ONE – IDENTIFY YOUR COMPETITORS.

The first step is to identify a list of competitors.

We will explore four types of competitors:

1. Direct Competitors.
2. Core Competitors.
3. Indirect Competitors.
4. DIY, Free, or No Solution.

#### 1 - Direct Competitors.

Direct Competitors are other companies or organizations in your market that provide similar products and services to your market. They might vary in the specific customer they serve (small business versus large enterprise), or they might have aspects of their offering that are different than yours (perhaps they have features or benefits that are different than yours).

In the space below, create a list of 10+ companies that provide similar products/services as your company.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



# Competitive Analysis Framework™

## Part 1 – Identify Your Competitors, Cntd.

### 1. Direct Competitors.

- Direct Competitors are other companies or organizations in your market that provide similar products and services to your market.
- They might vary in the specific customer they serve (small business versus large enterprise),
- They might have aspects of their offering that are different than yours (perhaps they have features or benefits that are different than yours).
- They might have a different price point than yours.
- List of 10+ companies that provide similar products/services as your company.

**Competitive Analysis Framework** 

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**PART ONE – IDENTIFY YOUR COMPETITORS.**  
The first step is to identify a list of competitors.  
We will explore four types of competitors:

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# Competitive Analysis Framework™

## Part 1 – Identify Your Competitors, Cntd.

### 2. Core Competitors.

- Core competitors are the 3-5 competitors whose products, services, and target market *most emulate yours*.
- The companies your ideal customers might be using or considering.
- They may include the more niche players or specific products or services offered by a larger, more generic competitor.
- Your Core Competitors are the ones you want to watch and learn from most closely.
- List of 3-5 companies that provide similar products/services as your company.

*Write down the top 3 Core Competitors on your 4-Page Growth Plan™!*

**Competitive Analysis Framework** 

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**2 – Core Competitors.**

Core competitors are the 3-5 competitors whose products, services, and target market emulate yours. They may include the more niche players or specific products or services offered by a larger, more generic competitor.

Your Close Competitors are the ones you want to watch and learn from most closely.

In the space below, create a list of 3-5 companies that provide similar products/services as your company.

- 1.
- 2.
- 3.
- 4.
- 5.

Your Close Competitors will be use in Step Three – Building Your “Draft your Competitive Matrix.”  
**Congratulations! You just drafted your list of Core Competitors! Put them in your 4-Page Growth Plan™! And continue onwards...**

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# Competitive Analysis Framework™

## Part 1 – Identify Your Competitors, Cntd.

### 3. Indirect Competitors.

Indirect Competitors are companies or organizations in your market that address the same core challenge or problem your company aims to solve, but they do it in a different way, through a different type of product or service.

- *Ride-sharing services and bicycle rentals:* Both address the challenge of urban transportation, but while ride-sharing offers car-based solutions, bicycle rentals provide a healthier, more eco-friendly option.
- *Streaming services and live theater:* Both entertain audiences, but streaming services offer a wide range of digital content accessible from home, whereas live theater provides a unique, in-person cultural experience.
- *Home security systems and neighborhood watch programs:* Both aim to enhance residential security, but home security systems use technology and monitoring services, whereas neighborhood watch programs rely on community vigilance and cooperation.

## Competitive Analysis Framework



### 3 - Indirect Competitors.

Indirect Competitors are companies or organizations in your market that address the same core challenge or problem your company aims to solve, but they do it in a different way, through a different type of product or service.

Here are some examples of Indirect Competitors:

- **Ride-sharing services and bicycle rentals:** Both address the challenge of urban transportation, but while ride-sharing offers car-based solutions, bicycle rentals provide a healthier, more eco-friendly option.
- **Streaming services and live theater:** Both entertain audiences, but streaming services offer a wide range of digital content accessible from home, whereas live theater provides a unique, in-person cultural experience.
- **Home security systems and neighborhood watch programs:** Both aim to enhance residential security, but home security systems use technology and monitoring services, whereas neighborhood watch programs rely on community vigilance and cooperation.
- **E-books and public libraries:** Both provide access to a wide range of reading materials, but e-books offer digital convenience and portability, while public libraries offer physical books and a community space for readers.
- **Meal delivery services and cooking classes:** Both address the need for home-cooked meals, but meal delivery services offer convenience with pre-prepared ingredients, while cooking classes teach skills for independent meal preparation.

In the space below write down 3-5 indirect competitors.

- 1.
- 2.
- 3.
- 4.
- 5.



# Competitive Analysis Framework™

## Part 1 – Identify Your Competitors, Cntd.

### 4. DIY, Free, or No Solution.

Your customer always has the option of handling the problem/need themselves, making due with a free solution, or choosing not to address the problem/need at all.

- **Business Marketing**
  - **DIY:** A small business owner might choose to handle all marketing efforts in-house, relying on free tools and platforms to reach their audience.
  - **Free Solution:** Using social media and word-of-mouth strategies to promote their business without investing in paid advertising.
  - **Not Addressing:** Choosing not to market due to budget limits, skepticism, or reliance on referrals.
- **Home Renovation**
  - **DIY:** A homeowner might decide to tackle home renovations themselves, utilizing online tutorials and DIY guides.
  - **Free Solution:** Opting to rearrange existing furniture or repurpose materials they already own for a fresh look without spending.
  - **Not Addressing:** Choosing to live with the outdated or worn aspects of their home to avoid the expense and effort of renovation.

*Write down 3-5 DIY, Free, or No Solution Scenarios.*

**Competitive Analysis Framework** 

4 – DIY, Free, or No Solution.

Your customer free solution, c

1. Home Renovation

- **DIY:** A tutorial:
- **Free Solution:** for a fr
- **Not Addressing:** the exp

2. Learning a

- **DIY:** An a new l
- **Free Solution:** languag
- **Not Addressing:** current

3. Managing

- **DIY:** Softwar
- **Free Solution:** without
- **Not Addressing:** overwh

4. Improving

- **DIY:** An and out
- **Free Solution:** gyms w
- **Not Addressing:** motivat

5. Business M

- **DIY:** A s on free
- **Free Solution:** without
- **Not Addressing:** referral:

Page 5

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**Competitive Analysis Framework** 

In the space below, write down 3-5 DIY, Free, or No Solution scenarios.

- 1.
- 2.
- 3.
- 4.
- 5.

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# Pause to Acknowledge Wisdom

## New Clarity, Deeper Knowing. Practical Power.

1. What did you learn from this journey today? What surprised you?
2. What did you learn from your competitors?
3. Where does your company already stand out—but haven't fully claimed that space?
4. Where did you discover your competitors have an edge?
5. What messaging or positioning needs to shift based on what you now see?
6. Where is there whitespace your company could confidently step into?
7. How might this clarity change the way you lead, decide, or grow?

*In a world of noise,  
knowing your true position is an act of courage.*



# Update Your 4-Page Growth Plan

Insert Who They Are, What They Need, and Core Competitors



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A living, breathing reminder of what is most important for growth.

**KNOW YOUR PURPOSE.**

Inception Story

Core Purpose

100-Year Company Vision

10-Year Impact Goal

Core Values

**KNOW WHO YOU SERVE.**

Total Available Market

Serviceable Addressable Market

Serviceable Obtainable Market

**Authentic Customer + Offering**

Who They Are	What They Need	WHO+WHAT Statement	Why – Trend & Triggers
What You Offer	Core Competitors	Position Statement	Chosen Area of Greatness
3 Feelings to Cultivate	Impact Monitor		3 Customer Experience Improvements

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# High-Leverage Habits

- What Are High-Leverage Habits? High-Leverage Habits are consistent practices that create disproportionate returns over time.
  - They build momentum, spark new insight, and elevate decision-making.
- What simple, recurring habit would help you or your team stay curious, informed, and in sync with how our competitive landscape is evolving?
  - Monthly "Know the Market" session with your team – *Add to Agenda of Monthly Town Hall*
  - Set a Google Alert for your top 3 competitors – *Discuss at Weekly Leadership Team and Marketing Team Meetings*
  - Review one competitor website each week – *Delegate a team member weekly*
  - Track competitor announcements in a shared doc – *Delegate someone to share in weekly meeting updates*

Choose one  
**HIGH-LEVERAGE HABIT**  
you will start this week.

*Your clarity is your kindness—  
to yourself, your team, and the people you're here to serve.*



# Identify High-Potency Action

- What is a High-Potency Action? – High-Potency Actions are one-time, bold moves that catalyze clarity, momentum, or measurable progress.
  - They often take courage—and deliver breakthrough.
- What single bold action would move you forward, clarify your company edge, or unlock new opportunities based on what you now know?
  - Interview a lost prospect about their choice
  - Mystery shop your competitors
  - Create a competitive scorecard for sales team
  - Add differentiators to your homepage or deck
  - Run a pricing comparison audit

Choose one  
**HIGH-POTENCY  
ACTION**  
you will take this  
week.

*Knowing your Core Competitors is a gift—  
it sharpens your message, your mission, and your moves.*



# What We Did Today ✨

- Defined one Core Growth Element: **Core Competitors**
- Learned how to use the Competitive Analysis Framework™
- Integrated them into 4-Page Growth Plan™
- Identified a High-Leverage Habit
- Committed to a High-Potency Action

*You did something powerful today.  
You clarified the space only your company can fill.*



A FORCE FOR  
**GOOD**

# The Book

- Learn more about the Core Competitors and Competitive Analysis Framework™ in Chapter 6
- Purchase the book and gain access to receive the Force for Good ToolKit™.
- Instructions for each tool.
- The full Force for Good System™

[aforceforgood.biz/book](https://aforceforgood.biz/book)





# Force for Good Tool of the Week

- Every week we launch a new tool and masterclass.
- Get the recording and links by signing up.

[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)



# Growth Accelerator

- Install the full Force for Good System™
- Install the system of propelling exponential, high-impact growth into your company.
- 12-Module Online System.
- Videos, tools, assessments.
- Alone or with your team.
- Tiered pricing starting at \$599.

[aforceforgood.biz/accelerator](https://aforceforgood.biz/accelerator)



# Thank you!

Free FFG Tool of the Week:  
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