Masterclass Summarized Transcript

Stand Out or Shine Through?

**Use the Competitive Analysis Framework™
to Clarify the Space Only You Can Fill.**

Hello and welcome to *"Stand Out or Shine Through?"* Today, we're going to use the **Competitive Analysis Framework™** to help you clarify the space that only you—and your company—can fill.

Ask Yourself

Before we dive in, I want you to pause and reflect:

- What if your dream client landed on your website... and couldn't quickly tell that you were the best company for them?
- Do you ever feel like your company isn't getting the attention it deserves—even when your offer is bold, brilliant, and genuinely transformational?
- Are you struggling to clearly articulate what makes your company unmistakably different in a sea of sound-alikes?
- Have you poured time and energy into growth, but still feel unsure how you stack up to your real competitors?
- Do you long for the clarity and confidence that comes from truly knowing the space your company can fill?
- Today is about resolving those questions—and claiming your distinction.

This isn't about competing harder. It's about standing fully in your distinction.

What We're Doing Today (Slide 4)

Today's focus inside the Force for Good System™ is the Core Growth Element: **Core Competitors**.

Workshop Goals

- Use the **Competitive Analysis Framework™**
- Define **3–5 Core Competitors**
- Identify **one High-Leverage Habit** and **one High-Potency Action**

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Download the Tool

If you haven't already, download the **Competitive Analysis Framework™** at: **www.aforceforgood.biz/weekly-tool**

You can also access it when you buy the book *A Force for Good* as part of the Force for Good Toolkit.

What Are Core Competitors? (Slide 3)

Today we're going to identify **three to five Core Competitors**—the businesses whose offerings most closely rival yours **in the eyes of your most ideal customers.**

These are not just companies in your general category.
These are the *real alternatives* your prospects are actively comparing you to.

As you begin thinking about this, ask yourself:

Who would my customer consider *alongside* me?

Who are the "real options" on her shortlist?

Who most closely mirrors my offering + market + positioning?

Your Core Competitors might include niche players or a specific product line inside a much larger competitor.

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

Why You Need Core Competitors (Slide 5)

I'll be honest: competitive analysis has always been a little bit of a *reluctant* process for me.

I like focusing on my purpose, my customer, my mission. Sometimes competitors can feel like I'm focusing on the wrong thing.

But I want to invite you to shed that thinking.

Your competitors can help you. Not instead of your customers—**in service of them.** They help you clarify why your company is brilliant, and what makes you *stand out* in specific ways.

Two Core Reasons (Slide 5)

Humans make sense of things through **contrast**. Knowing what sets you apart helps customers understand you.

It enables smarter decisions across **product**, **marketing**, and **pricing**.

Where Core Competitors Fit in the 4-Page Growth Plan™ (Slide 6)

Now let's ground this in your operating system: the **4-Page Growth Plan™**.

On **Page 1**, about three-quarters down, you'll see the section labeled **Core Competitors**.

By the end of today, you'll write down the Core Competitors you discover and use them as an ongoing reminder of:

what your differences are,

how you want to be known, and

which lane is truly yours.

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What Is a Competitive Analysis? (Slide 7)

A competitive analysis is a strategic evaluation:

- Identify key competitors
- Compare their offerings, pricing, positioning, and brand strategies
- Understand strengths, weaknesses, and whitespace opportunities

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

And in the day of AI, this kind of work has become much simpler. You can ask tools like ChatGPT or Perplexity to help you research and summarize competitor positioning quickly.

Why Contrast Helps the Brain (Slide 8)

Let's talk about contrast for a moment, because it's at the heart of competitive clarity.

Our brains are designed to detect **differences**, not similarities.
Yes, this—not this.
Yes, this—not this.

When you use contrast in your messaging, you help your market make sense of you faster.

1) Contrast Sharpens Perception

Our visual and cognitive systems evolved to notice change and edges— it's how we survived. Without contrast, everything blurs. With contrast, meaning becomes visible.

2) Contrast Highlights What's Important

Decision-making improves when options are clearly differentiated.

Daniel Kahneman (author of *Thinking, Fast and Slow*) describes how the brain evaluates choices in relation to one another—this is why "good / better / best" pricing tiers help people decide.

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3) Contrast Clarifies Complex Concepts

We understand what something is by seeing what it is not. This is why we teach through pairings like:

freedom vs. chaos

leadership vs. control

healthspan vs. lifespan

Contrast deepens understanding and makes abstract ideas tangible.

4) Contrast Increases Memory Retention and Emotional Impact

When something breaks a pattern, it creates stronger memory encoding. A clear before-and-after lands. A surprising moment sticks.

So contrast doesn't just help you remember—it helps you care.

Contrast is how the brain finds meaning.

Everyone Has Competitors (Slide 9)

We need to say this out loud.

Sometimes visionary, wholehearted founders say:

"I have no competition. No one does what I do."

I understand the spirit of that. Your offering may be unique. But it is still essential to know the *alternatives* your customer is already considering.

Somehow, her needs are being met—or consciously not met. Either way, there is an "alternative path" she can take.

Also: don't fear competition. In fact, competition can be a positive signal.

If there are other successful players in your market, it demonstrates:

- there's a real need, and
- customers already exist who will pay for solutions like yours.

Competitive Matrix Examples (Slides 10–12)

Now I'm going to walk you through examples of a **competitive matrix**, because you're going to create your own.

Example 1: Incredible Health (Slide 10)

Companies compared:

- Incredible Health
- Trusted Health
- Nomad Health
- Aya Healthcare

Criteria includes:

- product offering
- price
- quality
- customer service
- innovation
- market share
- brand recognition
- distribution channels

When you see it laid out, you can identify:

- where each competitor is strong by design,
- what tradeoffs they make,
- and where *you* can choose to live in the market.

Example 2: Attn: Grace (Slide 11)

Attn: Grace, TENA, Always Discreet, and Because Market are all in the incontinence product space—but they differ significantly in:

- pricing (premium vs. low-cost)
- innovation (design-forward and non-toxic vs. established legacy)
- distribution (online/boutique vs. big box/pharmacy vs. subscription)

Notice: same category, radically different positioning.

Example 3: Spekit (Slide 12)

Spekit, WalkMe, Whatfix, and Pendo are all digital adoption platforms, but they vary across:

- usability and complexity
- price tiers (mid-tier to enterprise to freemium)
- outcomes and onboarding
- target customer segment

Again: competitive analysis helps you decide where you want to play—and win.

Now It's Your Turn: The Competitive Analysis Framework™ (Slide 13)

The Competitive Analysis Framework™ has three parts:

1. **Identify Your Customers**
2. **Build Comprehensive Criteria**
3. **Draft Your Competitive Matrix**

Let's dive in.

Part 1 — Identify Your Competitors (Slides 14–18)

The Four Types of Competitors (Slide 14)

We're going to identify:

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

1) Direct Competitors (Slide 15)

Direct competitors are companies or organizations in your market that provide similar products and services.

If you're location-specific, focus on competitors your customer could actually choose in your region. If you're broader, focus on competitors serving similar customers with similar solutions.

They might vary by:

- customer segment (small business vs enterprise)
- features or benefits
- price point (mid-tier vs premium vs budget)

Action: List **10+** companies that offer similar products/services as your company.

2) Core Competitors (Slide 16)

Now choose your **Core Competitors**: **3–5** companies whose products, services, and target market most emulate yours.

These are the competitors your ideal customers might be using or considering. They might be niche players or a subset of a broader competitor.

Action: Write down your 3–5 Core Competitors—and add them to your **4-Page Growth Plan™**.

This becomes another Core Growth Element you can revisit and use as you make decisions.

3) Indirect Competitors (Slide 17)

Indirect competitors solve the same core problem—but in a different way, through a different type of product or service.

Examples:

- Ride-sharing services vs. bicycle rentals (both address transportation)
- Streaming services vs. live theater (both provide entertainment)
- Home security systems vs. neighborhood watch programs (both address safety)

Action: Write down **3–5** indirect competitors.

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4) DIY, Free, or No Solution (Slide 18)

Your customer always has alternatives beyond competitors:

- do it themselves,
- use something free or "good enough," or
- choose not to solve the problem at all (yet).

Example (business marketing):

- **DIY:** handle marketing in-house
- **Free:** rely on social + word-of-mouth
- **No solution:** don't market due to budget limits, skepticism, or reliance on referrals

Action: Write down **3–5** DIY/free/no-solution scenarios.

And pay attention to this: if they choose "no solution," what happens to the problem over time? It may grow, become more painful, and create a future moment where you can reenter.

Part 2 — Build Competitive Analysis Criteria (Slide 19)

Build Your Comparison Criteria

Now we build your **Competitive Analysis Criteria Framework™**—the lens you will use to compare your company against your top competitors.

The tool includes starter criteria, and you can customize it for your market. Criteria include:

- product offering
- price
- quality *(quality is a placeholder for whatever your customer values most)*
- customer service
- innovation
- market share
- brand recognition
- distribution channels
- customer loyalty
- strengths
- weaknesses
- market positioning
- other criteria you choose

Integration Prompt:

What does "quality" *actually* mean in your category? Speed? Precision? Safety? Design? Outcomes? Ease? Support?

Part 3 — Draft Your Competitive Matrix (Slide 20)

Fill In Your Matrix

Now you fill in your competitive matrix—your company plus your **3 Core Competitors**—across the criteria you chose.

I highly recommend doing this with AI support.

If your competitors are very small and information is limited, you can supplement by talking to your market.

You can also compare yourself to larger competitors with stronger public footprints to clarify your positioning and what customers tend to value.

The goal here is not perfection—it's clarity.

Pause to Acknowledge Wisdom (Slide 21)

You've done a lot. Let's pause and acknowledge what you just unlocked:

Pause and Reflect

What did you learn from this journey today? What surprised you?

What did you learn from your competitors?

Where does your company already stand out—but you haven't fully claimed that space?

Where did you discover your competitors have an edge?

What messaging or positioning needs to shift based on what you now see?

Where is there whitespace your company could confidently step into?

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™ (Slide 22)

Now go update your **4-Page Growth Plan™** if you haven't already.

Write your **3–5 Core Competitors** on Page 1, and then scan the rest of the Core Growth Elements.

You may notice something shifts—because clarity creates alignment.

Activation: From Insight to Action

Choose One High-Leverage Habit (Slide 23)

High-Leverage Habits are consistent practices that create disproportionate returns over time.

Think: brushing your teeth. Going to the gym. Small actions, repeated, change everything.

Prompt

- What simple, recurring habit would help you and your team stay curious, informed, and in sync with how your competitive landscape evolves?

Ideas:

- Add a monthly "Know Your Market" session to your Town Hall agenda
- Set Google Alerts for your top 3 competitors and review the news weekly
- Review one competitor website each week (delegate it)
- Track competitor announcements in a shared document and review in a weekly meeting

And remember:

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

Pick one High-Leverage Habit and "habit stack" it into your existing rituals.

Choose One High-Potency Action (Slide 24)

High-Potency Actions are one-time bold moves that catalyze clarity and momentum. They often take courage—and they deliver breakthrough.

Prompt

- What is one bold action that would move your company forward, clarify your edge, or unlock new opportunities based on what you now know?

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Examples:

- Interview a lost prospect about why they chose the competition
- Mystery shop your competitors
- Create a competitive scorecard for your sales team
- Add differentiators to your homepage or deck
- Run a pricing comparison audit

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

What You Did Today (Slide 25)

Today you:

- defined one Core Growth Element: **Core Competitors**
- learned how to use the **Competitive Analysis Framework™**
- integrated Core Competitors into your **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.

Get the Book (Slide 26)

Pick up the book **A Force for Good**.
We cover Core Competitors and the Competitive Analysis Framework™ in **Chapter 6**.

When you buy the book, you gain access to:

- the Core Growth Elements
- the wisdom tools (including the Competitive Analysis Framework™)
- instructions for each tool

- the full Force for Good System™ at your fingertips

Book link: **aforceforgood.biz/book**

Receive the Free Tool of the Week (Slide 27)

Every week we launch a new tool and masterclass, and we make the tool free for one week.
Sign up at: **aforceforgood.biz/weekly-tool**

Closing (Slide 29)

I'm grateful to spend this time with you. Being at your side is my deepest gift. Thank you for showing up today.

I hope you discovered building blocks that help you access more future freedom, prosperity, and scale in your company.

And remember: the world is made better by women-led business.
So let's go make the world a better place—through business.