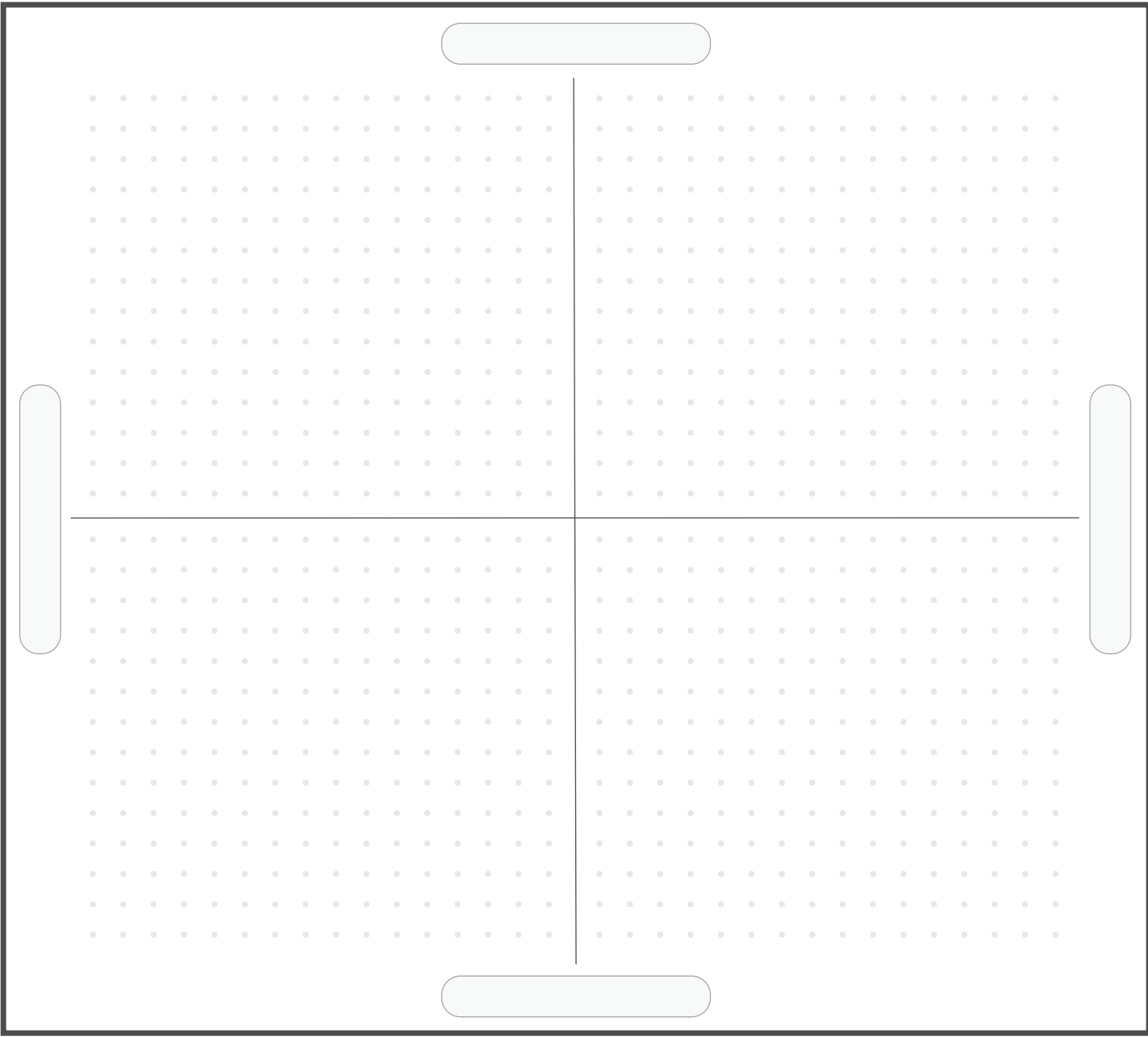


# PERCEPTUAL MAP WORKSHEET

A visual representation of attributes relative to your competitors

Date: \_\_\_\_\_ Map: \_\_\_\_ of \_\_\_\_



**TAKEAWAYS /**

**LEGEND /**

# HOW TO USE THE PERCEPTUAL MAP WORKSHEET

On the surface it may appear there is not much too this, but the value it delivers can be a game-changer. We are going to measure our business (and our competition) by attributes; these could include product quality, cost, or any other attribute you desire to measure and see how you stack up to your competition. The **Perceptual Map** is a great way to see the relationships between you and your competitors, given a set of parameters defined by you. It's a great way to see where they're at, where you're at, and perhaps where you'd like to be.

## START MAPPING

The first step is to define two attributes. They can be as straightforward as quality vs. cost (see example to the right), or as granular as you would like it to be. Explore different iterations with different attributes, and discover how you align with your competition.

Next, plot the locations of various competitors. You can place these based on your own perceptions, but if possible is best to get input from outside of your organization.

Use the Legend to help keep the map clean and readable.

Once complete, document key takeaways from what you see. Look for conflicts and opportunities for better strategic positioning.

