

**Worksheet: Black Hat (Think Negative)**

Business/Product/Service Issue \_\_\_\_\_

HUNTING GROUNDS	THOUGHT-STARTERS	ANSWERS AND NOTES	IDEAS AND SOLUTIONS (Improvements we can make)	PRIORITY
<b>New products or services</b>	<ul style="list-style-type: none"> <li>▪ What is the simplest problem our customers are facing?</li> <li>▪ What are the major pain points of our customers that we don't address?</li> </ul>			
<b>New brand experiences</b>	<ul style="list-style-type: none"> <li>▪ What are the negative words customers might use to describe our brand?</li> <li>▪ How do customers complain about our brand? What do they dislike the most?</li> </ul>			
<b>New business model</b>	<ul style="list-style-type: none"> <li>▪ Are there elements in our business model that are unprofitable, underserving customers, or inefficient?</li> <li>▪ Are there ways we do business that haven't changed in many years?</li> </ul>			
<b>New distribution channels</b>	<ul style="list-style-type: none"> <li>▪ What's coming in between our offerings and our customers?</li> <li>▪ What kind of distribution does our competition have that we are jealous of?</li> </ul>			
<b>New customer segments</b>	<ul style="list-style-type: none"> <li>▪ What customer segments are currently underserved?</li> <li>▪ What segments have competitors stayed away from, that we could explore?</li> </ul>			
<b>New strategic partnerships</b>	<ul style="list-style-type: none"> <li>▪ What has gone wrong in our previous partnerships?</li> <li>▪ What partnership mistakes have our competitors made?</li> </ul>			
<b>New communication channels</b>	<ul style="list-style-type: none"> <li>▪ What is wrong with the vehicles we use to communicate with our customers?</li> <li>▪ Is there a common channel that our competitors or customers use that we don't take advantage of?</li> </ul>			
<b>New business process</b>	<ul style="list-style-type: none"> <li>▪ Which internal business processes are burdensome, onerous, and cost us too much money?</li> <li>▪ If we had the power, which internal processes do we wish would simply disappear?</li> </ul>			