Approach

What does the entity/team deliver?

How does it do it?

Who is involved

Who benefits from what we do?

Who pays for what we do?

Why does it do what it does – what is it trying to achieve

Why is it trying to achieve that?

Brand

What position does the entity want to occupy in the market or inside the business?

How does it want to be perceived?

What does it stand for?

Change

What is changing in the world around us?

What are the major challenges/issues facing us?

What do we need to change, what do we need to do differently?