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

How is the entity/team perceived by others

How does it want to be perceived?

What does it stand for – what are its values?

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?