

War Room Strategy Debate Top 10 Questions

1. **Grounded in research:** Is this strategy grounded in the research? How so?
2. **Feasibility analysis:** What are the potential obstacles in implementing this strategy, and how can we overcome them?
3. **Alignment check:** How does this strategy align with our overall business objectives and brand values? How does it align with the sales team's strategies and goals? Will this strategy positively impact the outcomes of any of our other top strategies under consideration?
4. **Market impact:** What is the expected impact of this strategy on our market position and competitive edge?
5. **Customer value:** How will this strategy improve our customer's experience or journey?
6. **Innovation index:** Does this strategy introduce innovative practices to our marketing efforts?
7. **Customer journey:** Where in the customer journey would this strategy be most useful?
8. **ROI detailing:** Do you agree with the ROI projections for this strategy? Where might they be flawed?
9. **Risk assessment:** What are the risks involved with this strategy, and how do we plan to mitigate them?
10. **Scalability query:** Is this strategy scalable, and how does it fit into our long-term growth plans?