

KSF for Busy Brain Entrepreneurs and Leaders



Industry Key Success Factors

Industry Key Success Factors (KSFs) identify the essential activities required for success in your business according to industry written and unwritten rules.

	Prescriptive	prescribed by law.
	Descriptive	minimum category heuristics
	Differentiators	what sets you apart.

WHAT THIS WORKBOOK DOES

This short workbook helps you spot the few factors your industry actually rewards, score them quickly, and choose a cleaner 90-day focus.

Page 1. What game is your industry actually scoring?



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IN A NUTSHELL

You can work very hard and still lose because you are strong at the wrong things. KSFs help you identify what the market actually rewards.

80/20 PARETO TIP

Stop asking whether you are generally good. Ask whether you are good at the few things this market pays for.

BUSY BRAIN TIPS

Plain language. Honest scoring. First draft first.

MILES KEY QUESTION

What does this industry quietly insist on before it takes a business seriously?

My rough answer:

What clues tell me this may be true?

Page 2. The KSF Triad

PRESCRIPTIVE

The non-negotiables. The basics that stop you dying, being sued, or quietly avoided.



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DESCRIPTIVE

The norms. How this industry usually operates and what counts as being in the game.

DIFFERENTIATOR

Why anyone should pick you. Only counts if customers value it.

List 2 to 3 Prescriptive KSFs:

List 2 to 3 Descriptive KSFs:

List 2 to 3 Differentiator KSFs:

Page 3. Quick scorecard

IN A NUTSHELL

Choose 8 to 10 KSFs total. Weight them by importance. Rate yourself honestly.

BUSY BRAIN RULE

Weight = how important it is. Rating = how good you are. Then multiply.



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KSF	A: Weight (1-5)	B: Our Score (1-5)	C: Competitor Score (1-5)	Our Total (A*B)	Competitor Total (A*C)

CHECKPOINT

Which three factors appear to matter most?

Those three factors are:

Page 4. Choose the 90-day focus

IN A NUTSHELL

Pick 1 to 2 KSFs to fix and 1 to 2 to double down on. That becomes the quarter's strategic focus.

80/20 PARETO TIP

Weak + heavily weighted = fix. Strong + differentiating = amplify.

BOSS FIGHT

Trying to improve everything at once because your nervous system enjoys drama.

The KSFs I must fix are:



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The KSFs I will double down on are:

The first behaviour I will schedule this week is:

WHY THE FULL WORKBOOK EXISTS

The full workbook helps you pressure-test the KSF triad, score yourself and a competitor more rigorously, turn KSFs into behaviours, and build a weekly scoreboard.

References

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