

Exercise 2.5: Where Will We Be In Five Years?

Draft the broad outlines of a new strategy by answering these questions: Who will be your customers and what will drive their loyalty to your news organization? Who will be your competitors? How will you serve your customers better than your competitors? How will you grow revenues across multiple platforms (print, web, mobile) while substantially decreasing costs associated with the print edition?

Identify five initiatives (related to either reducing costs or increasing revenue) that you can test over the next two years.