

- #7 - The fundamental competitive intentions:
  - First to market
  - Compelling and seductive
  - Increasingly capable because of its complexity
- #8 - The strategic competitive intentions:
  - effective, strategic, competitive
- #9 - The tactical competitive intentions of every offer, practice, narrative and strategy
- #10 - How the strategy will be executed, or how satisfaction will be produced
- #11 - The people who will design fresh, new OPNS and execute The Strategy
- #12 - Sources of thwarted intentions, or adversaries, to deal with or out-compete