

Word Game: Positioning That Powers Growth

Test your insight and word-finding skills with this quick, interactive game based on the article "Why Positioning Matters More Than Ever for CAS Firms." Find key terms and revisit core ideas like focus, scalability and strategic alignment – all in a fun, fast challenge.

The answers are in red.

ADVISORY * EXPERIENCE * VALUE * WORKFLOW * POSITIONING * INDUSTRY * CLIENTS * SERVICES * SCALE * OPERATIONS * REVENUE * GROWTH * REPEATABLE * MESSAGING * FOCUS AREA * MARKETING * CAS * CYCLE * ALIGN * AUDIENCE * CONSISTENCY * SYSTEMS * FOUNDATION * NICHE * DELIVERY * STRATEGIC * MARGINS

Questions

1. How a firm clearly defines who it serves and what it solves (11 letters)

Answer: Positioning

2. Services that go beyond transactional work (8 letters)

Answer: Advisory

3. A clear market or industry concentration (9 letters)

Answer: Focus Area

4. A key result of effective positioning (6 letters)

Answer: Growth

5. The ability to expand efficiently with repeatable systems (5 letters)

Answer: Scale

6. When marketing and operations reinforce each other (5 letters)

Answer: Align

7. The core structure or underlying elements that enable a business to operate and grow (10 letters)

Answer: Foundation