

table 7.3 Resource / Competence Name _____

RESISTANCE?							
Can it be built on existing strategic or non-strategic resources?	No, supportive resources are unavailable		Some new resources are needed		Yes, existing resources can be used	Unknown	Not Applicable
	⊕	⊕	⊕	⊕	⊕		
Could it conflict with:	Definitely		Partly		Not at all		
• existing, highly valued resources?	⊕	⊕	⊕	⊕	⊕		
• the firm's traditions?	⊕	⊕	⊕	⊕	⊕		
Will it replace any resources important to the firm's operation or identity?	⊕	⊕	⊕	⊕	⊕		
DEGREE OF RESISTANCE							
	HIGH		MEDIUM		LOW	UNKNOWN	
– CURRENT OPPORTUNITIES?							
Is it affected by current or planned projects?	Yes, this project undermines this resource		No discernable effect		Yes, this project will strengthen this resource	Unknown	Not Applicable
Project descriptions 1.	⊕	⊕	⊕	⊕	⊕		
2.	⊕	⊕	⊕	⊕	⊕		
3.	⊕	⊕	⊕	⊕	⊕		
4.	⊕	⊕	⊕	⊕	⊕		