



# Facilitator Guide: Market Prioritization Workshop

## Purpose

Guide participants to identify and narrow potential markets. Expand first, then prioritize, with outcomes shaped by client expertise.

## Facilitator Role

- Guide, don't teach.
- Bring structure, not answers.
- Normalize that some markets won't be viable.
- Anchor in trade-offs, not absolutes.
- Reflect reasoning back—avoid defending markets.

## Session Flow

1. **Open:** Reiterate purpose: broad first, narrow later.
2. **Expansion:** Share 20–30 markets; invite additions.
3. **Discussion:** Use prompts to surface trade-offs and test assumptions.
4. **Narrowing:** Work toward 3–5 markets.
5. **Close:** Summarize choices and next steps.

## Discussion Prompts

- Which markets have fastest path to revenue?
- Where do we already have credibility?
- Which align with our differentiators?
- Which look good but are unprofitable?
- If we piloted 5 soon, which inspire confidence?
- Where do competitors win—join or avoid?

## Trade-Offs to Watch

- **Speed vs. Scale:** Quick wins vs. long-term growth.
- **Credibility vs. Novelty:** Current relationships vs. new frontiers.
- **Profit vs. Complexity:** Margins vs. operational load.
- **Core vs. Adjacent:** Staying close vs. diversifying.

## Tips for Success

- Encourage equal voices; manage dominant ones.
- Push gently on assumptions with evidence.
- Balance time: expansion (40%), discussion (40%), narrowing (20%).
- Capture insights visually to show reasoning trail.