**Step 3: Develop a Niche**

Using this table and the information gathered in step 1 and step 2, work with the program team to answer the questions in each box. Using the answers in the boxes, develop a niche statement for the program.

*WHAT WILL THE TARGET POPULATION NEED IN THE FUTURE?*

*FROM THE LIST ABOVE, WHICH TARGET POPULATION NEEDS CAN BE FILLED BY OTHER ORGANIZATIONS?*

*BASED ON THE PROGRAM STRENGTHS, WHICH NEEDS LISTED ABOVE CAN THE PROGRAM BEST MEET?*

*THESE ARE THE UNIQUE PRODUCTS AND SERVICES THE PROGRAM OFFERS THAT THE AUDIENCE CANNOT GET ANYWHERE ELSE. THIS IS OUR NICHE:*

**Congratulations, you have completed step 3. Please enter these data into slide 8 on the presentation template.**

Note: This worksheet is a supplement to the NOAA Office for Coastal Management publication: Preparing to Write Your Strategic Plan. To download the workbook, go to [www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf](http://www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf)