

**HOW ROBUST IS
YOUR STRATEGY?**

INTRODUCTION

Clarity of strategy will always be key factor in running a useful company, and a relevant strategy is fundamentally a logic extension of the company purpose.

In this tool you look at your current strategy using a range of impactful criteria, locating current strategic strengths to expand further and potential pitfalls to mitigate.

It is a great tool to create strategic meaning together and it will provide everyone with a common language and strategic foundation to make decisions on.

STEP 1

- Go through the current strategy and all the core element in that:
- *What is the overall ambition in that strategy?*
- *What key areas are you focusing on?*
- *How are you trying to succeed in those areas?*
- *What is your way of mobilizing and setting up the organisation to deliver?*

STEP 2

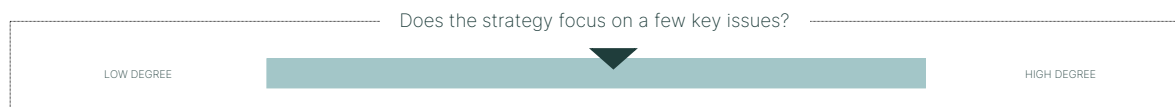
- After re-visiting the current strategy go through each of the criteria in the tool.
- Come to a conclusion at each criteria, backed up with data and potential actions based on that analysis.

STEP 3

- Prioritize what criteria to focus on first based on the overall strategic impact you are trying to create.
- Where do you get the most impact and what needs to be true for that to happen?

HOW ROBUST IS YOUR STRATEGY?

FOCUS
Focus on addressing few high impact issues to simplify the complexity of reality



CLARITY
Clearly defined choices on how to respond to challenges and exploit opportunities anchored in the purpose



ADVANTAGE
Validated logic for how to maintain and develop competitive advantage within areas of activity



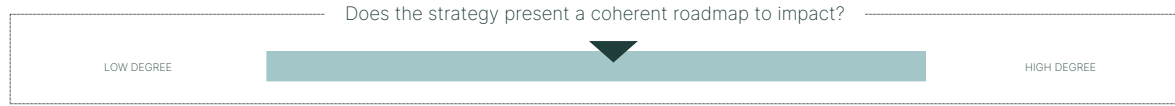
FEASIBILITY
Roadmap and business case are appropriate in terms of time horizon and available resources



CONSISTENCY
Strategy is coherent and does not contain mutually inconsistency



IMPACT
Roadmap of strategic action in place with clearly allocated resources and responsibilities



ADAPTIVITY
Strategy based on a appropriate risk-taking and ways of adjusting strategy during execution



UNITY
Strategy is anchored in united leadership and based on deep stakeholder involvement



MAKING BUSINESS USEFUL