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 ROBOST IS YOUR STRATEGY?

Strategy is anchored in united leadership and based on

deep stakeholder involvement

Does the strategy focus on a few key issues? **FOCUS** Focus on addressing few high impact issues to simplify the LOW DEGREE HIGH DEGREE complexity of reality Does the strategy provide clear-cut answers to our purpose? **CLARITY** Clearly defined choices on how to respond to challenges LOW DEGREE HIGH DEGREE and exploit opportunities anchored in the purpose Does the strategy provide a validated logic for competitive advantage? **ADVANTAGE** Validated logic for how to maintain and develop competitive LOW DEGREE HIGH DEGREE advantage within areas of activity Does the strategy balance future state ambitions with current state performance? **FEASIBILITY** Roadmap and business case are appropriate in terms of time LOW DEGREE horizon and available resources Does the strategy provide inherent consistency across choices and objectives? CONSISTENCY Strategy is coherent and does not contain mutually LOW DEGREE HIGH DEGREE inconsistency Does the strategy present a coherent roadmap to impact? **IMPACT** Roadmap of strategic action in place with clearly allocated LOW DEGREE HIGH DEGREE resources and responsibilities Does the strategy take emerging opportunities and need for adjustment into consideration? **ADAPTIVITY** Strategy based on a appropriate risk-taking and ways of LOW DEGREE HIGH DEGREE adjusting strategy during execution Is the strategy based on deep involvement of key stakeholders and united leadership? UNITY

LOW DEGREE

HIGH DEGREE

MAKING BUSINESS USEFUL