

CLARIFYING YOUR BUSINESS STRATEGY

STEP 1

ESTABLISH THE CURRENT STATE OF YOUR COMPANY

WHAT IS THE COMPANY'S CURRENT MARKET POSITION?

WHAT IS THE COMPANY'S FINANCIAL SITUATION?

WHAT ARE THE STRENGTHS & WEAKNESSES OF THE COMPANY?

WHAT ARE THE OPPORTUNITIES & THREATS FACING THE COMPANY?

STEP 2

DEFINE THE COMPANY'S VISION, MISSION, & VALUES

WHAT IS THE COMPANY'S LONG-TERM VISION FOR THE FUTURE?

WHAT IS THE COMPANY'S MISSION STATEMENT?

WHAT ARE THE COMPANY'S CORE VALUES & BELIEFS?

HOW WILL THE VISION, MISSION & VALUES BE COMMUNICATED & IMPLEMENTED?

STEP 3

CONDUCT A MARKET ANALYSIS

WHAT IS THE SIZE & GROWTH RATE OF THE MARKET?

WHO ARE THE COMPETITORS IN THE MARKET?

WHAT ARE THE TRENDS & CHANGES AFFECTING THE MARKET?

WHAT ARE THE OPPORTUNITIES & THREATS IN THE MARKET?

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STEP 4

IDENTIFY BUSINESS STRATEGY OPTIONS

WHAT ARE THE POTENTIAL STRATEGIC
OPTIONS AVAILABLE TO THE COMPANY?

WHAT ARE THE BENEFITS &
RISKS OF EACH OPTION?

WHICH OPTIONS ARE MOST ALIGNED WITH THE
COMPANY'S VISION, MISSION, & VALUES?

HOW CAN THE COMPANY MITIGATE
RISKS & CAPITALISE ON OPPORTUNITIES?

STEP 5

EVALUATE OPTIONS & CHOOSE A BUSINESS STRATEGY

WHAT ARE THE KEY CRITERIA FOR
EVALUATING THE STRATEGIC OPTIONS?

HOW DOES EACH OPTION PERFORM
AGAINST THESE CRITERIA?

WHICH OPTION IS THE BEST FIT FOR THE
COMPANY'S GOALS, STRENGTHS, & RESOURCES?

WHAT IS THE
RECOMMENDED STRATEGY?

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STEP 6

DEVELOP AN ACTION PLAN

IDENTIFY THE GOALS &
OBJECTIVES OF THE ACTION PLAN

IDENTIFY THE KEY INITIATIVES & ACTIVITIES
NEEDED TO ACHIEVE THE GOALS

DEVELOP A DETAILED TIMELINE &
BUDGET FOR THE ACTION PLAN

ESTABLISH A MONITORING &
EVALUATION FRAMEWORK

STEP 7

MONITOR & ADJUST THE BUSINESS STRATEGY

WHAT METRICS WILL BE USED TO MEASURE
THE SUCCESS OF THE STRATEGY?

HOW WILL PROGRESS
BE TRACKED?

WHEN & HOW WILL THE BUSINESS
STRATEGY BE ADJUSTED IF NECESSARY?

COMMUNICATE THE RESULTS &
ADJUSTMENTS TO KEY STAKEHOLDERS