

Strategy template

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| **Strategy Name |**  | **<enter name here>** |
| Business Sponsor | <enter name here> |
| Capability Owner | <enter name here> |

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| **Diagnosis of this biggest challenge/obstacle/constraint we face |** The one most important thing our company could be doing. Identifying the “one thing that could kill our business” or the “main barrier or obstacle to achieving our aspiration.”The diagnosis must crisply articulate the nature of a problem in a way which provides insight into how to solve it. “We are getting killed by our main competitor” is too vague. Explain why we are getting killed |
| <enter text here> |
| **Our Guiding Policies |** Broadly describe the principles constraining how we will and will not approach solving the problem. These act both as guidance to our teams (“we will approach our problems through …”) constraints (“we will not …”) and explicit freedoms (“we are not bound by…”) |
| <enter text here> |

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| **Coherent Actions | Identified Opportunities |** The actions around which our teams will rally to overcome challenges and exploit opportunities. We will build opportunity canvases to build out the details of each initiative designed to help solve the problem this strategy is intended to solve. |
| <list actions / initiatives here> |

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| **Measurable Goals |** The measurement of success against overcoming our challenge moving us towards realizing our goal. How will we know (leading indicators) and what might we hear (sentiment) to indicate progress towards our objective? What might we hear if there is incoherence amongst our team, or that we are moving in the wrong direction? When determining the set of required actions, we will use these quantitative measures to determine how many actions are required – and to assure unnecessary programs are not added to the workload. |
| <enter text here> |