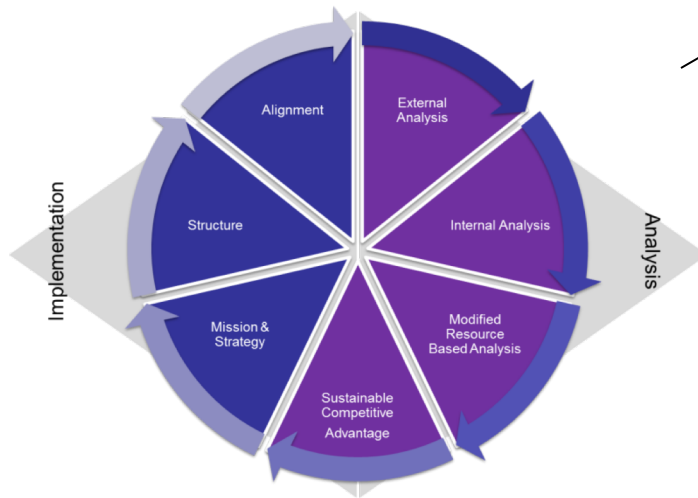


# The Strategy Process

- There is an **ART** and a **SCIENCE** to Strategy
  - Pop Management Approaches Don't Work
  - Neither Do Academic Exercises
- Strategy Design is Systematic & **Practical**
- Strategy Design **MUST** lead to Performance
- Performance requires a **Cadence & Metrics**
- Implementation requires Focus, Consistency & a Willingness to Challenge the organization



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Unique Differentiators	Customer Experiences (Statements)	Strategic Priorities	Metrics
		What must WE do to Achieve (Project Plans)	

Initiative	Key Action Items	Responsible Person	Measure(s) of Success/Visible Outcomes (formula, if applicable)	Management Review Date	Completion Date	Status (red, yellow, green)	Status Update and Next Steps
UNORTHODOX COMPETITIVE GOALS (Value Drivers)							
Competitive Initiative #1							