

# STRATEGY ASSESSMENTS

A Comprehensive Evaluation of Your Existing Strategies



Strategy Generation Company

*The success of a company is directly related to the overall health of the key strategies that drive it.*

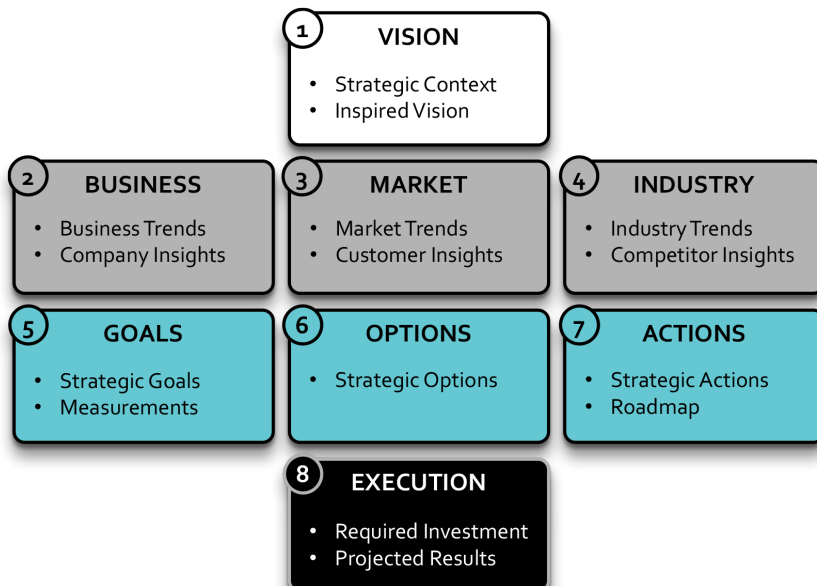
If your organization already has some type of annual strategic planning process, chances are you also have formal product and business strategies that currently exist within your company. The question is, how effective are those strategies? And are they yielding the results that you want to achieve?

Our Strategy Assessments are designed to provide insights into the overall effectiveness of your existing product or business strategies. Whether you are trying to prepare your team for an executive strategy presentation session, or you just want an unbiased evaluation of how your strategies can be improved with respect to the results you are trying to achieve, our Strategy Assessments will provide all the guidance you need to get your business on track for long-term success!



## AVAILABLE FOR:

Product Strategies  
Business Strategies



## ASSESSMENT FRAMEWORK

Guided by our **Strategy Storyboard Framework**, our assessments are designed to evaluate three main components of your strategy:

### STRUCTURE

Evaluates the completeness and organization of your strategy.

### STORY

Evaluates the effectiveness of the story arc of your strategy.

### ALIGNMENT

Evaluates the alignment and coordination of the elements contained within your strategy.

# STRATEGY ASSESSMENT PROCESS

## 1. COMPREHENSIVE STRATEGY REVIEW

Our first step is to review your strategies with respect to the three elements of **Structure, Story** and **Alignment**. Areas of review will include:

- Company, Customer, and Competitor Analyses
- Goals, Objectives, and Desired Outcomes
- Strategic Initiatives, Action Plans, and Roadmaps
- Investment Plans and Measured Results

## 2. SUMMARY REPORT AND RECOMMENDATIONS

The results of our findings will be compiled in a summary report that includes:

- A detailed report of our findings and recommendations
- A “report card” of your plans as assessed against our framework

## 3. COACHING AND SUPPORT

Each assessment includes a 60-minute coaching session to review your report, with additional coaching and support available upon request.

# ASSESSMENT TYPES

## ☑ PRODUCT STRATEGIES

- A complete review of your product line or portfolio strategies
- A comprehensive evaluation and report card
- A virtual 1-hour coaching session to review your results

## ☑ BUSINESS STRATEGIES

- A complete review of your business or business unit strategies
- A comprehensive evaluation and report card
- A virtual 1-hour coaching session to review your results

# OUR TRAINING PROGRAMS

## PROJECT-BASED WORKSHOPS



Strategy Generation



Strategic Product Management

## SKILL-BUILDING WORKSHOPS



Strategic Thinking



Customer Insights



Strategic Storytelling



Market Planning



Strategic Leadership



Business Creativity

## ON-DEMAND COURSES\*



How To Create a Product Strategy



How To Create a Small Business Strategy



How To Create a Personal Strategy



Strategy Generation Company

Strategy Generation Company offers training, coaching, and inspiration for product and business teams.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to learn more!