

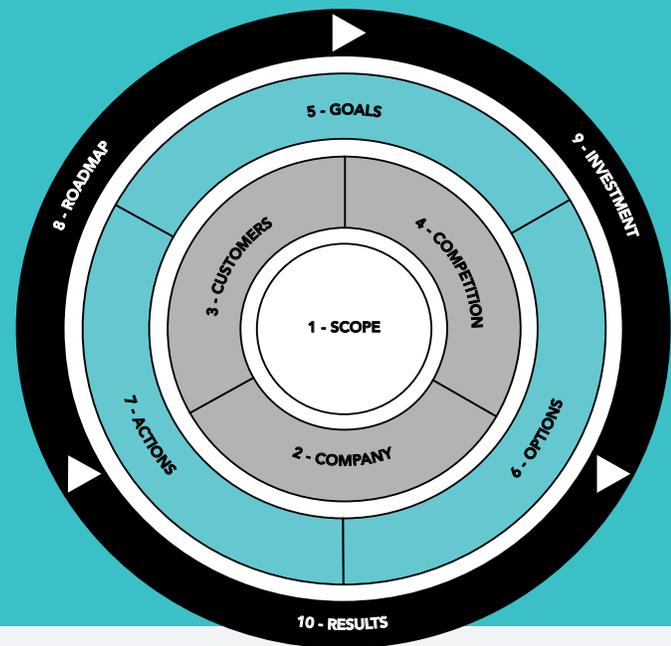


Strategy Generation Company

Strategy Generation Framework

Our **Strategy Generation Framework** outlines all the essential elements needed to create successful strategic plans. Our process features four distinct “layers” of strategy development work:

- **Context** – Scope and Vision
- ◎ **Analysis** – Company | Customers | Competition
- ◎ **Planning** – Goals | Options | Actions
- ◎ **Execution** – Roadmap | Investment | Results



SCOPE AND VISION

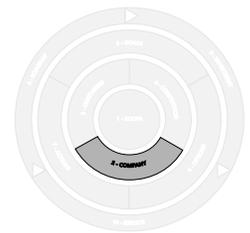
Before jumping into the strategy development process, it is important to first establish the overall scope for your strategy and the associated vision of what you want to accomplish in the future. Your vision is a view of your overarching aspiration 5 or more years in the future. This can usually be stated in a sentence or two and will serve as a high-level guidepost for your entire strategic plan.



CONTEXT

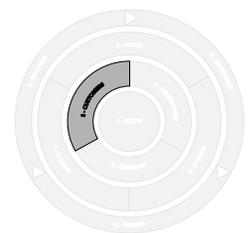
COMPANY

Your company analysis includes information on your portfolio, capabilities, and gaps, with a particular focus on your company’s strengths and weaknesses as seen through the eyes of your customers. This part of your analysis will also include a review of the past and present financial performance of your business, with an eye toward identifying any issues or trends that should be addressed through your strategy.



CUSTOMERS

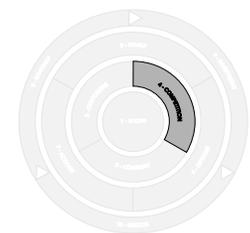
The customer portion of your analysis focuses on your targeted customer segments and the higher-level markets that they belong to. This involves grouping and segmenting your customers, understanding their pain points and needs, analyzing past, present, and future market growth trends, and determining which customers and market segments you ultimately want to target with your strategy.



ANALYSIS

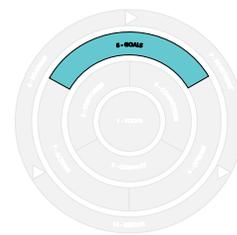
COMPETITION

Your competitor analysis includes insights about both your competitive landscape and the macro-level trends that affect the industry you play in. The competitive portion of this analysis includes the strengths and weaknesses of your competition in relation to your own company and your identified customer needs, while the macro-portion of this analysis includes insights on political, economic, social, and technological industry trends.



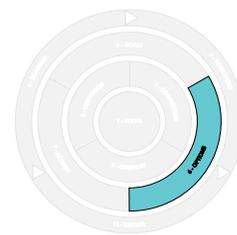
GOALS

The planning layer of the strategy development process involves coming up with a plan of action to achieve your vision based on the insights you gathered during the analysis cycle. The first step in this part of the process will be to align your vision to a set of measurable, time-based goals and objectives that, if achieved in the time frame allocated in your plan, will show progress on the path toward obtaining your longer-term vision.



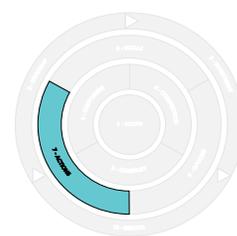
OPTIONS

The heart of your strategy will consist of a clear plan of action that will allow you to obtain your goals. However, before choosing your actions, you should lay out as many different strategic options as possible and then choose only those initiatives that best align with your goals, capabilities, and appetite for investment. This approach also provides you with a list of strategic possibilities that can be used for future iterations of your strategy.



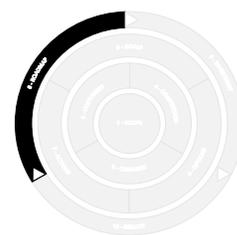
ACTIONS

The final step in the planning cycle is to choose which options you wish to pursue and organize them into a clear and concise set of strategic actions. Your actions will typically be stated as key strategic initiatives that are grouped under succinct and easy-to-communicate strategic themes. Your strategic actions are the heart of your strategy and will be used to identify the roadmap, investments, and projected results that follow.



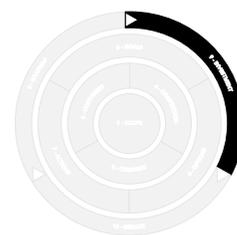
ROADMAP

Your strategic actions will outline the high-level actions that you wish to pursue in connection with your strategy. However, you may also want to break those actions down further into a timed schedule of more tactical projects and activities. This resulting "strategy roadmap" can be used to provide visibility to the timing and scope of any future projects that will need to be executed in support of your strategic themes and initiatives.



INVESTMENT

No strategy is free. With this in mind, it is imperative that you identify any major investments that will be needed to carry out your strategy. This investment plan will be used to help your company plan for future cash flows and required capital requirements, and will also provide a critical approval point for your strategy; allowing you to align your goals and actions to the total investment that your company is ultimately willing to make.



RESULTS

The final step in the process will be to outline the results that you expect your strategy to deliver back to your business. This will provide a logical ending to your strategy story, and can also be used to show the return you expect to get from each of your key strategic themes. It is also important that your results align back to your goals, actions, and investments so that any discrepancies can be reconciled prior to executing upon your plan.

