Strategy Playbook

Your Company Name

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Key Phases in Strategic Thinking Process

This slide provides information regarding key phases in strategic thinking process including spark, team, understand, strategize, improve, etc.
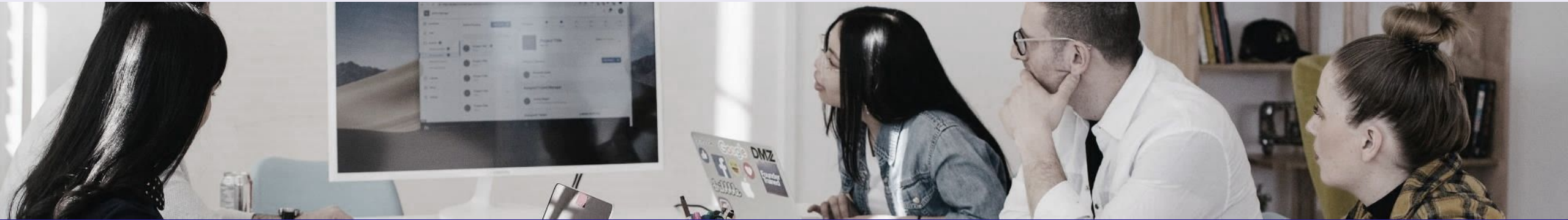
Leveraging Power of Visual Strategic thinking to Strategize, Managing Problems, Build Plans and Develop High Value Products

Spark

Follow up TAP process

Think Strategically
Acknowledge Present Scenario
Ponder Objectives and Vision Queries

Team

Leverage strategic team with suitable

› Mindset
› Creativity Led Thinking Styles
› Domain And Technical Expertise
› Emotional Intelligence

Understand

Leverage strategic team with suitable

› Goal
› Vision
› Objectives
› Where Are We Now?
› Who Do We Need?

Strategize

Capture essential strategizing techniques

› Visioning
› Brainstorming
› Mind Maps
› Visual Modelling
› Prototyping
› Visual Goal Setting

Improve

Feedbacks

› Cater Feedback To Detect Product Strengths, Weaknesses
› Improve And Upgrade Products Based On Feedback

Prepare

Planning for Strategy execution through

› Leveraging Leadership Group
› Role's Clarification
› Skills Improvement

Execute

Strategy Execution by

› Focusing on Skills Enhancement and Performance Improvement
› Ensure High Trust Relationships
› Revise Strategy

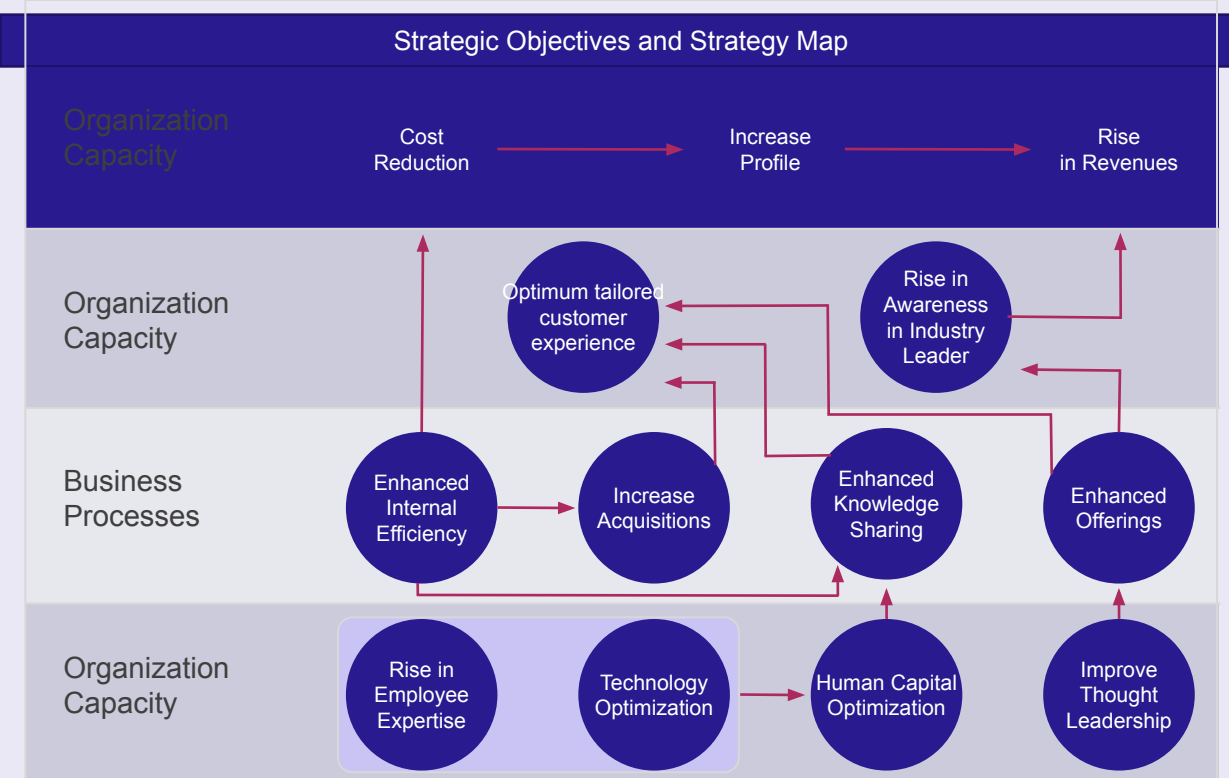**Click here to get the PPT template!!**

Organizational – Level Balance Scorecard System for Improved Decision Making

This slide provides information regarding organizational level balanced scorecard system rolled out to employees to ensure they think strategically and utilize system for better decision making.

Vision	Revolutionized provider of world class products
Mission	Effective delivery of optimum standard of service while providing products and expertise to our customers
Strategic Themes	International Growth — Operational Excellence — Leadership
Strategic Results	Rise in size and shareholder value through organic growth and asset optimization — On time execution of process in value – added and cost-effective manner — Worldwide recognition for thought leadership

Strategic Objectives and Strategy Map

Organization Capacity

Cost Reduction → Increase Profile → Rise in Revenues

Organization Capacity

Optimum tailored customer experience

Rise in Awareness in Industry Leader

Business Processes

Enhanced Internal Efficiency → Increase Acquisitions → Enhanced Knowledge Sharing → Enhanced Offerings

Organization Capacity

Rise in Employee Expertise — Technology Optimization → Human Capital Optimization → Improve Thought Leadership

Measures	Targets	Initiatives
Profit	15% Per Year	Deploy Improved Financial System
Add Text Here		
Revenue In Targeted Markets	5% Per Year	
Customer Experience Survey Score	5% Improvement In Next Periods	
Add Text Here		Prepare Marketing Campaigns Across New Target Markets
Awareness And Leadership Score References In Media	98% Next Period / 15 New Referrals	
Add Text Here		
Add Text Here		› Formalize New Product Development Process › Develop Integration Team › Add Text Here
Time To Post	5 Business Days	
% Of Transactions In CRM	65% Next Periods	
Add Text Here		
Add Text Here		› Develop Through Leadership Team › Add Text Here › Add Text Here
% Systems Automated	72% This Year	
Operating Cost/FTE	$3,350/ Person Current Year	
Add Text Here		

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Value Chain Analysis for Activities Assessment to Increase Profit Margins

This slide provides information regarding value chain analysis as a strategic tool to increase profit margins through key activities assessment, determine cost drivers, etc.

Step 1 — **Firm's Key Activities**

Inbound Logistics	Operations	Outbound Logistics	Sales and Marketing	After Sales Service

Step 2 — **Total Cost and Importance**

$450MM	$510MM	$100MM	$500MM	$250MM
Very Important	Very Important	Not Important	Important	Less Important

Step 3 — **Cost Drivers**

|				
› Order Size › Average Value of Purchases per Supplier › Location of Suppliers	› Capacity Utilization › Plant Processes › Plant Location › Defects Frequency › Quality Control/ Audit	› Number of Distributors	› Advertising Budget Size › Strength of Existing Reputation › Sales Volume › Sales per Representative	› Frequency of Defects requiring Repair Calls ›

Step 4 — **Link Among Activities**

› High quality assembly process will reduce defects, costs related to quality control and customer support activities
› Locating plant near cluster of vendors reduce purchasing and distribution costs
› High order size increase warehouse costs

Step 5 — **Opportunities to Increase Profit Margins (Cost Reduction)**

› Develop defect free products to increase order size
› Streamline assembly lines and quality control processes and lower marketing costs
› Optimize plant utilization
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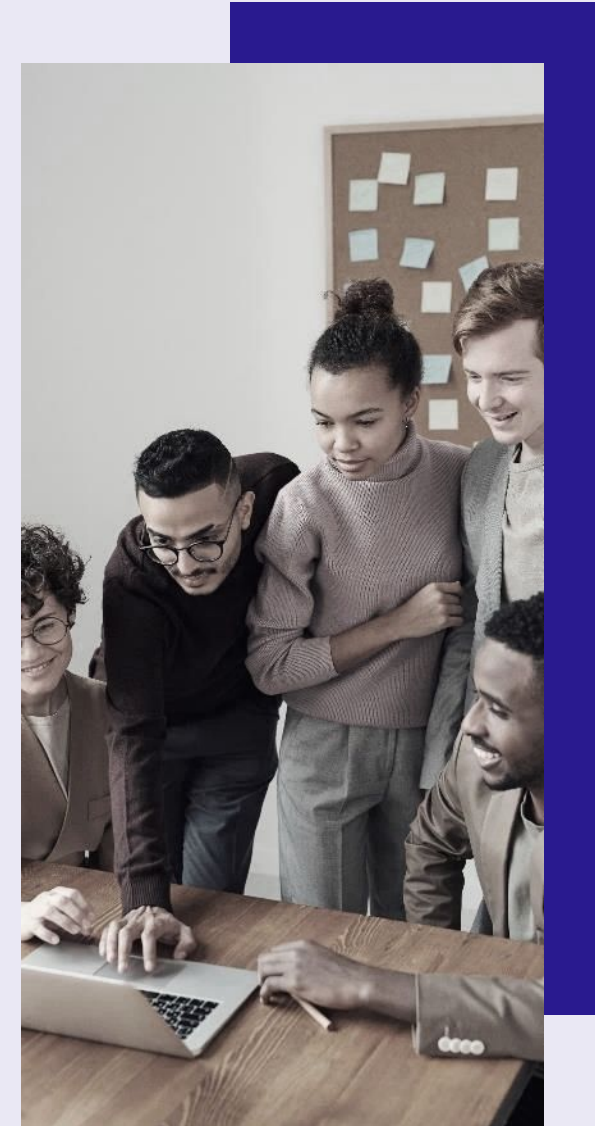
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➔ **The McKinsey 7S Model** is a tool used to assess a company's "organisational design."

➔ The model's goal is to depict how an organization's effectiveness can be achieved through the interactions of seven key elements:

- structure

- strategy

- skill

- system

- shared values

- style

- staff.

7 – S Strategy Analysis Framework to Assess Organizational Performance

This slide provides information regarding 7- S analysis framework to assess organizational internal elements in terms of strategy, structure, systems, shared values, style, staff, & skills to ensure that they are effectively aligned and allow firms in accomplishing its objectives.

Current Scenario Assessment

7S	Description	Aligned
Strategy	Market penetration with projected expansion	✓
Structure	No actual structure	✓
Systems	No real systems	✓
Skills	No missing Skills	✓
Staff	Staff are highly motivated and proper incentivized Limited staff to manage present demand	✗
Style	CEO managed everything Use transformational leadership style	✓
Shared Values	Team is close – knit and trust each other	✓

Future Readiness Assessment

7S	Description	Aligned
Strategy	No change in strategy required	✓
Structure	More structure will be required as organization gets bigger and require several sites	✓
Systems	Present systems are not able to cope with larger organization Requirements for HR systems, project management methodologies	✓
Skills	Skills gap in terms of HR skills, finance skills, customer support skills	✓
Staff	Recruitment on large scale No good reward structure for all levels No formalized onboarding process	✗
Style	Required to bring maturity in present style of working/ functioning	✓
Shared Values	More formalization required	✓

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➔ The Stanford Advanced Project Management (SAPM) program's **Strategic Execution Framework (SEF)** provides ways to improve strategic execution capabilities and propel organisations through successful transformational change towards solid returns on strategic initiatives.

Strategic Execution Framework – Design Alignment Execution Enablement

This slide provides information regarding strategic execution framework including information about design, alignment, execution and enablement.

Enablement

7. Developing a culture to execute strategies on daily basis to ensure performance driven firm Execution is managed through leadership
8. aligned with organizational goals

Design

1. Strategic assessment and building of high-level corporate strategy
2. Translating corporate strategy into several actional elements such as objectives, KPIs, targets, etc.

Execution

5. Executing strategies and operational plans prepared with effective Project and Strategy execution management
6. Track and improve strategy with strategic performance reporting and analysis

Alignment

3. Building business unit strategies and ensuring alignment with corporate strategy
4. Aligning operations and processes with corporate and business unit strategies

Strategy Articulation
Strategy Translation
Culture
Organizational Alignment
Leadership
Strategy Execution Office
Operational Alignment
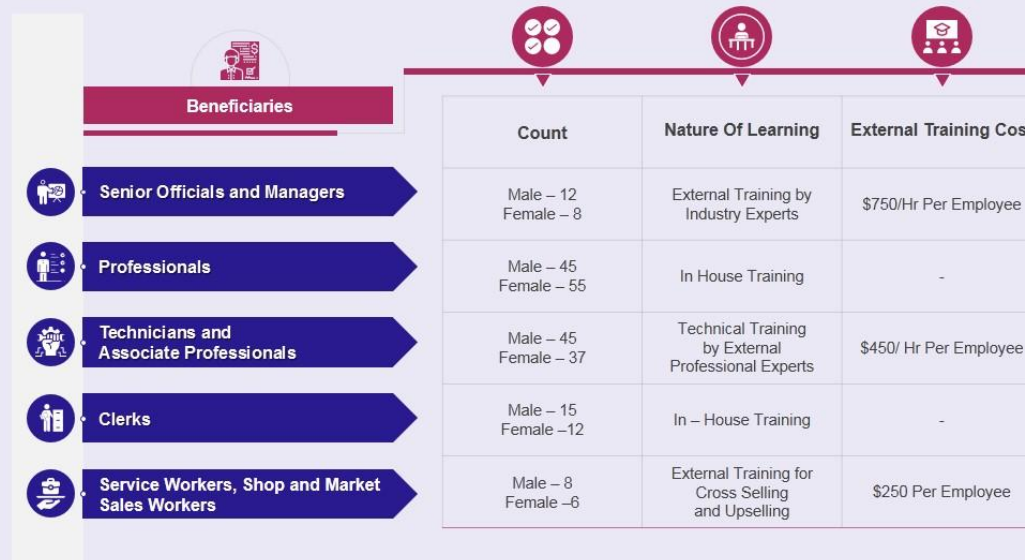Review, Improve and Adapt
Execution

1 2 3 4 5 6 7 8

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➔ **Workforce training plan** is a detailed description of the actions and resources that employees need to do their jobs effectively.

➔ The plan can be as simple as a brief outline or as complex as a hands-on activity or a list of employee questions.

Workforce Training Plan to Upskill Existing Staff

This slide provides information regarding workforce upskilling plan including details about beneficiaries, nature of learning and external training cost.

Beneficiaries

	Count	Nature Of Learning	External Training Cost
Senior Officials and Managers	Male – 12 Female – 8	External Training by Industry Experts	$750/Hr Per Employee
Professionals	Male – 45 Female – 55	In House Training	-
Technicians and Associate Professionals	Male – 45 Female – 37	Technical Training by External Professional Experts	$450/ Hr Per Employee
Clerks	Male – 15 Female –12	In – House Training	-
Service Workers, Shop and Market Sales Workers	Male – 8 Female –6	External Training for Cross Selling and Upselling	$250 Per Employee

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FAQs

What are the advantages of the 7S framework?

➔ It demonstrates the broader effects of changes on organisations.

➔ Simplifies the planning and execution of change initiatives.

➔ During times of change, it aids in the alignment of various segments of business units.

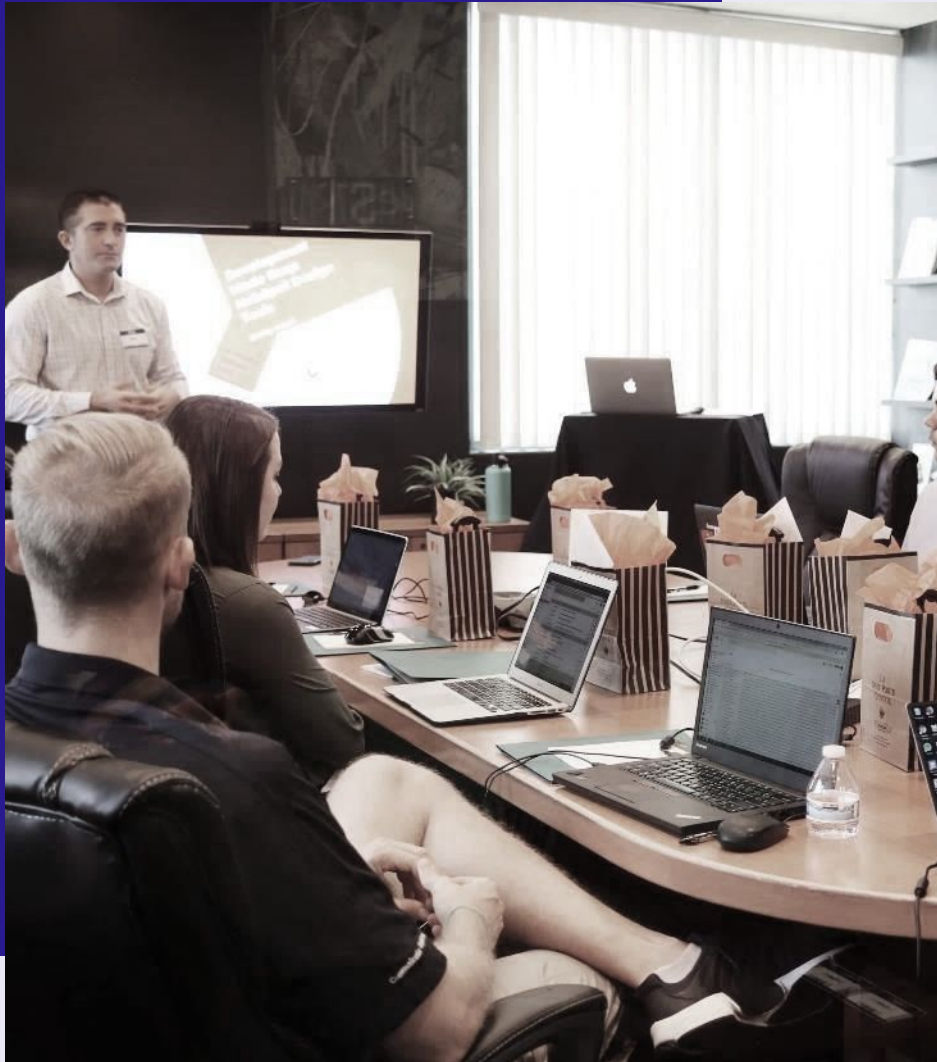**Click here to get the best PPT templates!!**

FAQs

How should a training plan be organised?

➔ Determine who you'll be training.

➔ Determine the audience's training requirements.

➔ Establish learning objectives.

➔ Determine how to deliver the training.

➔ Evaluate the efficiency.

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FAQs

What are the seven components of strategy implementation?

➔ Organizational cultures are described by Mitchell and Barrett.

➔ More importantly, they share seven characteristics that can assist organisations in improving their cultures: Clarity, Commitment, The Team, Accountability, Synergy, The Plan, and Leadership

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