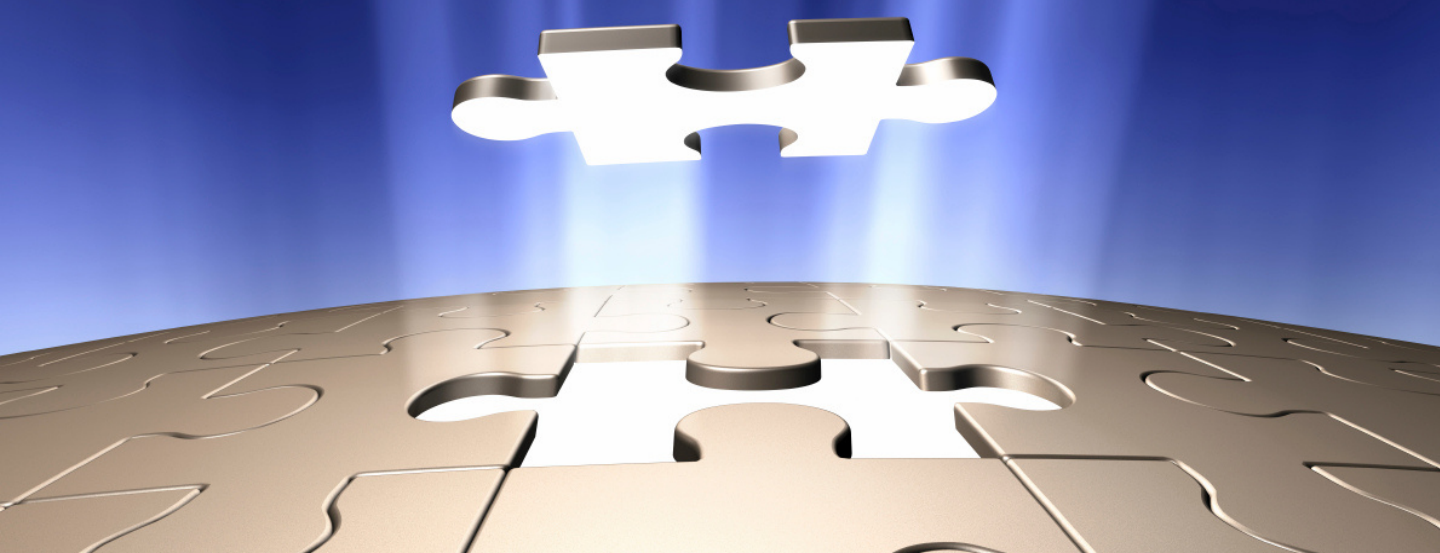


The best way to predict the future
is to create it

THINK STRATEGICALLY

WORKSHEETS



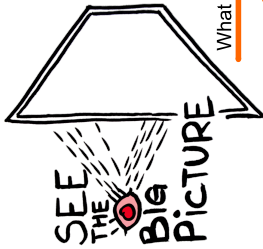
JAYNE CORMIE

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"The best way to predict the future is to create it."

IDEA



Strategic Ideas

Statement of Intent
What do we want to do?
Specific action
How will we do it?

Strategy
Tactic

What will success look like?

Aspirational

Inspirational

Memorable

Verb - Target - Outcome

Maximum 7 words

Save endangered species from extinction

Example:
Save African children's health

What is the ultimate goal?

Mission Statement

Without strategy, action is aimless.
Without action, strategy is useless."

Stakeholder Analysis

BCG Matrix

Porter's Five Forces Model

Scenario Planning

Blue Ocean Strategy

Porter's Generic Strategies

Ansoff's Matrix

Scorecard

Strategy Diamond

5 Step Strategy Model

"If you don't know where you are going, any road will get you there."
Lewis Carroll

the **thinking** business

Mind Map by Jayne Cornie

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Definitions



Think Strategically
Insight - Vision - Ideas



Strategic Vision



Other Strategy Models



Strategic Insight



"Strategy without tactics is the slowest route to victory.
Tactics without strategy is the noise before defeat."
Sun Tzu c. 490 BC, Chinese military strategist

Prediction of the Future

Purpose of the Organisation/Team/Project

Quantifiable Goal

Statement of Intent

Specific Action

HOW?

Core Values

Shared Values

Strategic Priorities

Vision/Mission/Strategies

Leadership/Management

Hierarchy

Management Information

Processes

Policies & Procedures

Leadership/Management Style

Culture

Communication

Number of Employees

Diversity

Demographic

Capabilities

Competencies

Government

Tax Policies

Trade Tariffs

Inflation Rates

Growth Forecast

Demographics

Cultural Trends

Innovation

Automation

Climate Change

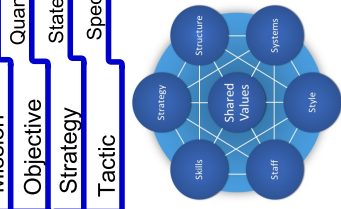
Carbon Footprint

Health & Safety

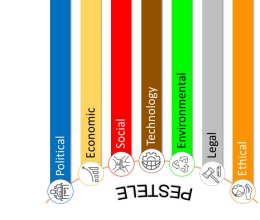
Laws & Regulation

Ethical Corporate Social Responsibility

Strengths



Seven 'S' Framework



PESTEL

Political

Economic

Social

Technology

Environmental

Legal

Ethical

PESTEL

Political

Economic

Social

Technology

Environmental

Legal

Ethical

PESTEL

Political

SWOT Analysis

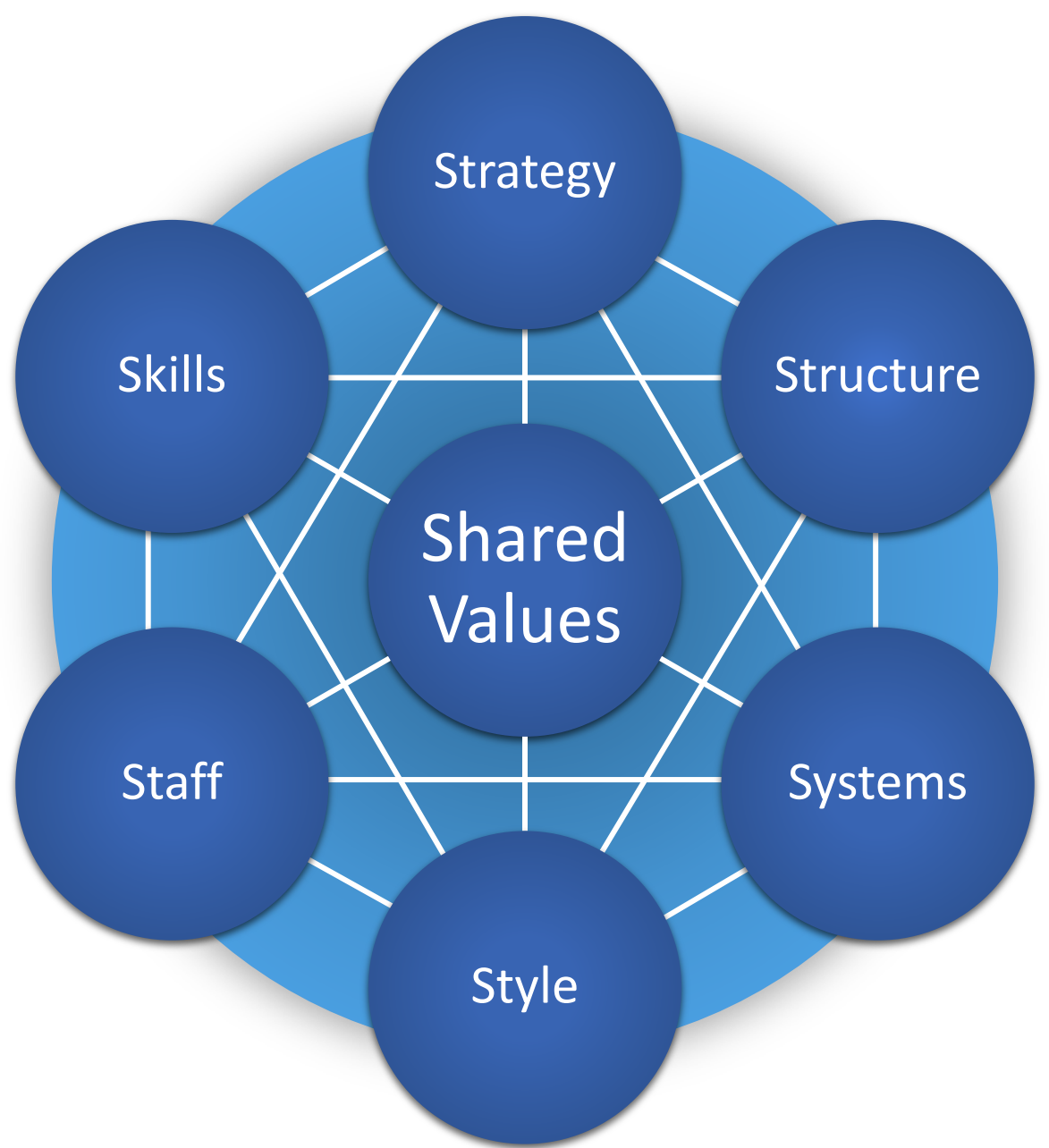
Strengths

Weaknesses

Opportunities

Threats

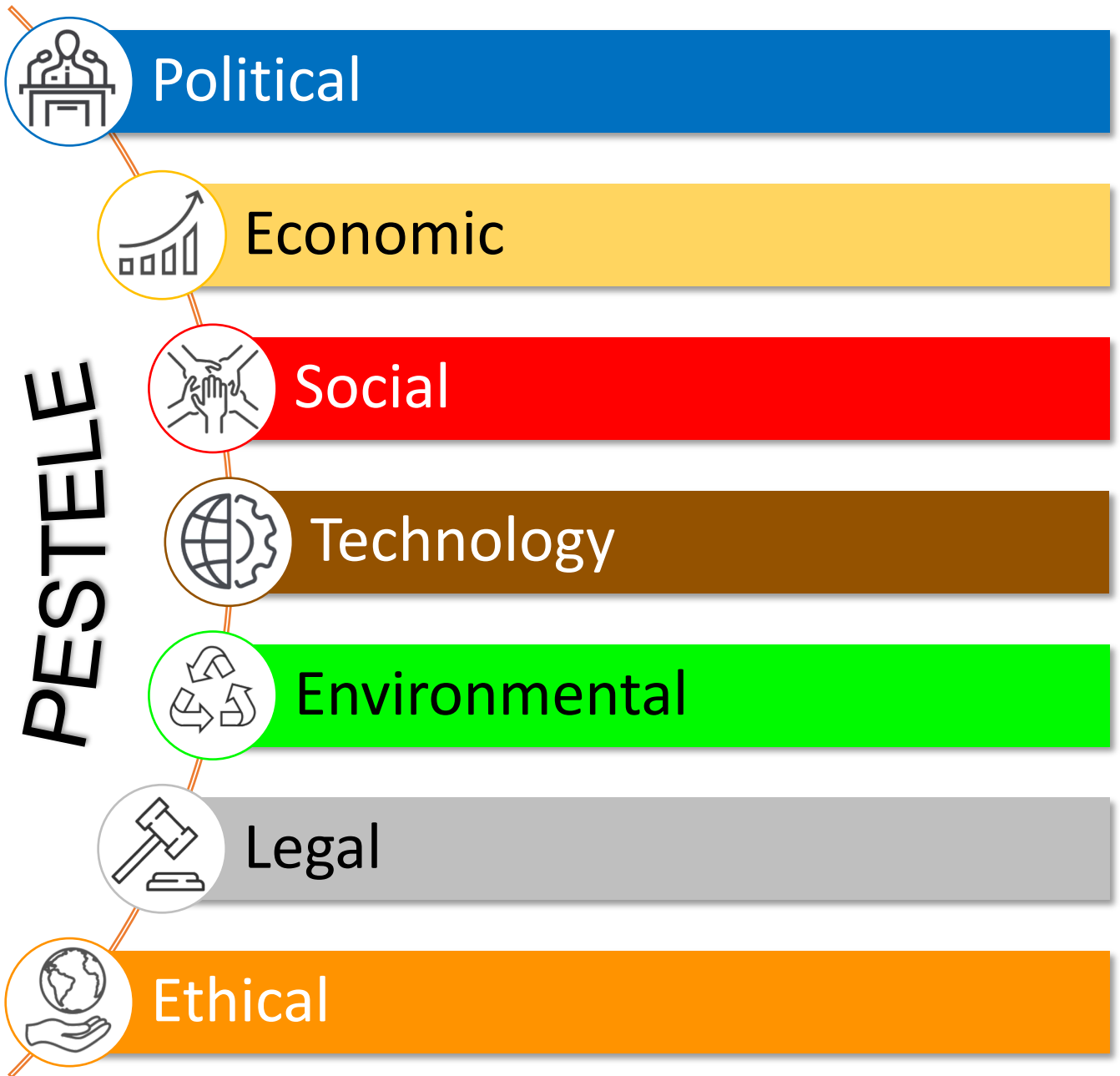
Internal Insight – Seven ‘S’ Framework



Internal Insight – Seven ‘S’ Framework

Shared Values	
Strategy	
Structure	
Systems	
Style	
Staff	
Skills	

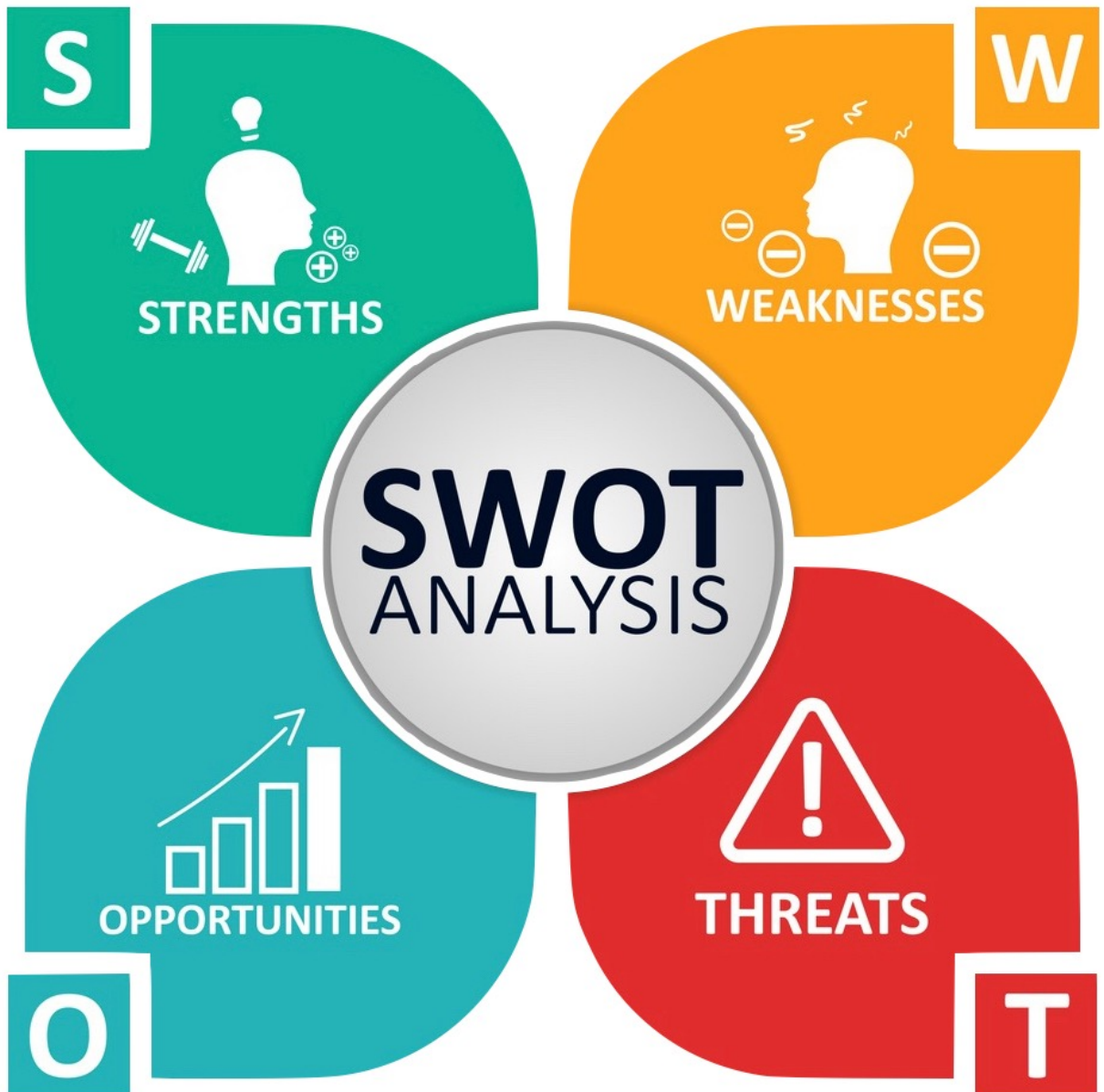
External Insight – PESTELE



External Insight – PESTELE

Political	
Economic	
Social	
Technology	
Environmental	
Legal	
Ethical	

SWOT Analysis



SWOT Analysis

Weaknesses	Threats
Strengths	Opportunities

Strategy Overview

Vision	
Mission	
Objectives	
Strategic Pillars	

Strategic Pillar:	
Vision	
Mission	
Objectives	
Strategy	Tactics
Strategy	Tactics
Strategy	Tactics