

Transforming Strategy

Business Challenge

Any given strategy has an elastic limit. Stretched too far, the business model breaks and a mad scramble to recover ensues. Some companies are so successful they run out of market to capture. Some are so successful they attract competitors by the dozen. Either way, saturation or commoditization is likely to stretch the best of strategies. Before this adversely affects the business, specific action must be taken to choose and act upon the next big move. Executive teams must mobilize change quickly and many do not have the process by which to do so. That is where we come in. Our four step process is designed to get the right action identified, resourced and engaged.

4 Steps to Clarity

Step 1 – Frame – Clarity of the situation

Getting an accurate frame around the situation is job one. Studies have shown that lack of situational awareness is the number one cause of poor risk management and value capture. This step consolidates available data into information for decision-making and validates the context from which strategic choices can be made.

Step 2 – Focus – Clarity of the real competitive edge

Successful companies have many options for how to make the next big move. What is needed is a way to capture the intersection of what really makes the company successful with where the market is going. What is optimized for the customer and what core competency drives the company's performance is often misunderstood. This step creates clarity of the underpinning success driver and how to re-purpose it.

Step 3 – Decide – Clarity of decision quality

Decision quality is a function of the process by which we select from available options. It is the heart of strategy transformation because it governs how choices are made in the process of making the next big move. This step provides the process to leverage steps one and two into a consolidated set of decisions that the executive team makes together as to the best course of action

Step 4 – Mobilize – Clarity of action moving forward

Deciding is different than doing. Once the decisions are made as to how to proceed, the final and most crucial task is linking the decisions to actions including required resources. This step creates a goal map for the organization and connects initiatives to the goals. Traceability of goals to strategy to action is therefore created.

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How Do We Take The Four Steps?

Simple. StratEx will come to your location either in person or live on line. We will do the homework required to design a set of individual activities and group activities to accomplish the four steps. We create workshops that effectively utilize the skills and time needed to get the right direction set for the group.

Step 5

Many organizations benefit from ongoing coaching. StratEx provides the level of coaching to the executive team that meets with the organizations need to have an independent view of how things are progressing to help keep things on track. So if after taking the first four steps, you want some ongoing support, StratEx can help.

Summary

There is no strategy if nobody knows the difference between something that makes strategic sense from something that does not. People in organizations are not likely to figure it out on their own either. Some organizations can operate for an extraordinary amount of time with little or no strategic planning because they are unconsciously competent in running their existing business model. At some scale of enterprise, however, it becomes necessary to engage the leadership team in the process of translating their vision into actionable terms for the organization to engage through strategic planning. This usually occurs at the point where the business model begins to run out of growth potential. This is where strategic planning is no longer optional. To learn more about how our unique blend of strategic planning works or to get started on taking advantage of the opportunities to make a significant impact on value creation, call us at StratEx Advisors, Inc. at 530-672-8178 or simply email mark@stratexadvisors.com