

Think!

Strategy Development Process

“What will we sell,
to whom, and where?”

Benefit to your business:

A sustainable competitive advantage!

Strategic Thinking Group's Strategy Development Process empowers your company with a sustainable strategy supported by "battlefield" operating principles to execute the strategy. We provide the thinking roadmap, you make the journey. Our strategic thinking process will allow your company to:

- Develop a clear strategy to create a customer
- Achieve strategic positions: market share, revenue, profitability
- Implement critical organizational changes
- Assign accountability for results
- Obtain commitment for implementation
- Speak a common language about your future business

What we offer:

A process to craft, execute, and sustain your strategy



Our strategic thinking process is the foundation programme in building and leading a performance based organization. We will assist your organization to craft your strategic direction and create a compelling future strategic profile of your company that answers the fundamental questions of any business or entrepreneur: **What will I sell, to whom, and where?** A company can envision, through information, debate and imagination, a plausible future business environment. Within that future you decide your strategy: what products or services you should provide, to which customers and in which geographical locations. The outcome of these decisions is a future strategic profile of your organization, your “castle”:



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[Next Page >](#)

■ Your Strategic Profile ■



How we will assist you

Using our proven strategic thinking methodologies we assist you to craft your "castle" or strategy by making the following 10 decisions:

1. What is our business?
2. What will be the future business environment?
3. What strategic options do we have to compete in that business environment?
4. What should and should not be our business and what are our expectations for performance?
5. What critical changes must we make in the way we currently do business in order to achieve our strategy?
6. Who will be responsible and accountable for making those changes happen?
7. What clear, measurable targets or strategic positions must we achieve and defend in order to implement our strategic intent?
8. What customer needs/wants must be met by our products/ services in order to achieve or defend our strategic positions?
9. What tactics will we use to meet those needs and achieve our targets, and who will be responsible for execution?
10. What strategic architecture, based on our organization's capabilities, must we create to carry out our strategic intent?

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