

Thinking differently about strategy setting & execution.

1. Establish a tighter link between strategy ideation & execution.
2. Get intensely curious and data-driven.
3. Lead with a clear purpose.
4. Start with your people – capabilities, culture, communications.
5. Invest in your own self-awareness.

Strategy-on-a-Page (SOAP)

Vision.	Why we exist. What we are set out to achieve.			
Mission.	What we do to achieve this vision.			
Strategic imperatives.	1. What are our key priority areas.	2. TBD	3. TBD	4. TBD
Near-term initiatives.	<ul style="list-style-type: none"> – What specific initiatives will be delivered in the near term. 	<ul style="list-style-type: none"> – Initiative C – Initiative D 	<ul style="list-style-type: none"> – Initiative E – Initiative F 	<ul style="list-style-type: none"> – Initiative G – Initiative H
Measures of success.	<ul style="list-style-type: none"> – How we will objectively know we are successful. 	<ul style="list-style-type: none"> – Measure 3 – Measure 4 	<ul style="list-style-type: none"> – Measure 5 – Measure 6 	<ul style="list-style-type: none"> – Measure 7 – Measure 8
Culture.	What behaviours we expect from each other (e.g., One Team, Customers-first).			
Our stakeholders	Who we serve?	Group B	Group C	