

# STRATEGIC PROCESS

Strategy is not complex. It is hard because it forces people to make choices. This model for aligning strategic thinking includes planning execution and evaluation. It's a way of bringing strategy to life and making it count!

## AN INTEGRATED FORMULA FOR STRATEGIC SUCCESS

**1** **WHY**  
Establish your strategic position?

Understanding your current reality is essential to understand the key strategic issues that you need to address. We do this through talking with executives, looking at customer and stakeholder feedback and market information. It's a good time to review your company mission, vision and values.

**2** **WHAT**  
Establish priorities, align and test

Which initiatives and outcomes are most important, or urgent? What unique right do you have to play in this sandpit and be successful? What are the trade offs or sacrifices you need to make? Do you have the assets you need to be successful?  
What are your goals, objectives and key results?

**3** **HOW**  
Develop your plan

What are the tactics needed to reach your goals and OKRs? What are the timelines? How will the plan be communicated? What are the systems, measurements and structures required?

**4** **DO**  
Implement and execute

Communicate and share thinking and information. Invite questions. Use the strategy as a concrete mapping process. Establish check-ins, accountability and authority.

**5** **WHAT IF**  
Review, adapt and revise

We live in a fast paced world with many variables outside of our control. This quarterly stage gives you an opportunity to assess and re-evaluate your strategic priorities, and learn from successes and failures so that you can correct your course.

Need a bit more help to make sure your strategy matters?  
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