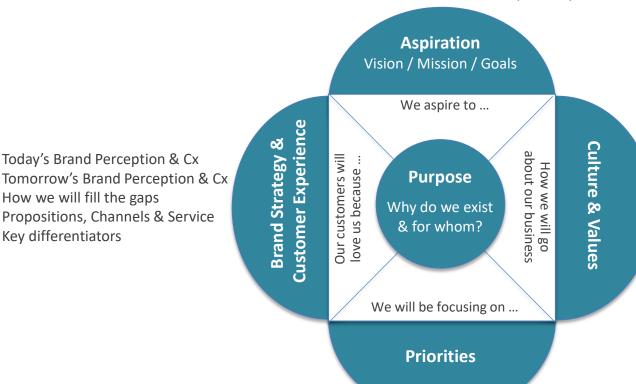
STRATEGY ON A PAGE

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"Clarity is the most important thing. If you are not clear, nothing is going to happen." Diane von Fürstenberg

- Type of company we want to be
- Size of company we want to be
- Benefit to customers, industry, society



- Today's culture & values
- Tomorrow's culture & values
- Today's leadership behaviours
- Tomorrow's leadership behaviours
- How we will fill the gaps

NB: Purpose must be based on:

- What makes us special?
- Our core ethos / philosophy
- Customer needs, wants & aspirations

Today's Brand Perception & Cx

Propositions, Channels & Service

How we will fill the gaps

Key differentiators

- Do the basics well
- **Quick wins**
- Key actions for the long term
- Success metrics

Key questions at every stage:

- Key Success Factors, Risks & Opportunities
- Organisational implications
- **Financial Constraints & Implications**