

THE ESSENTIAL GUIDE TO STRATEGY

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'The Change Catalyst'
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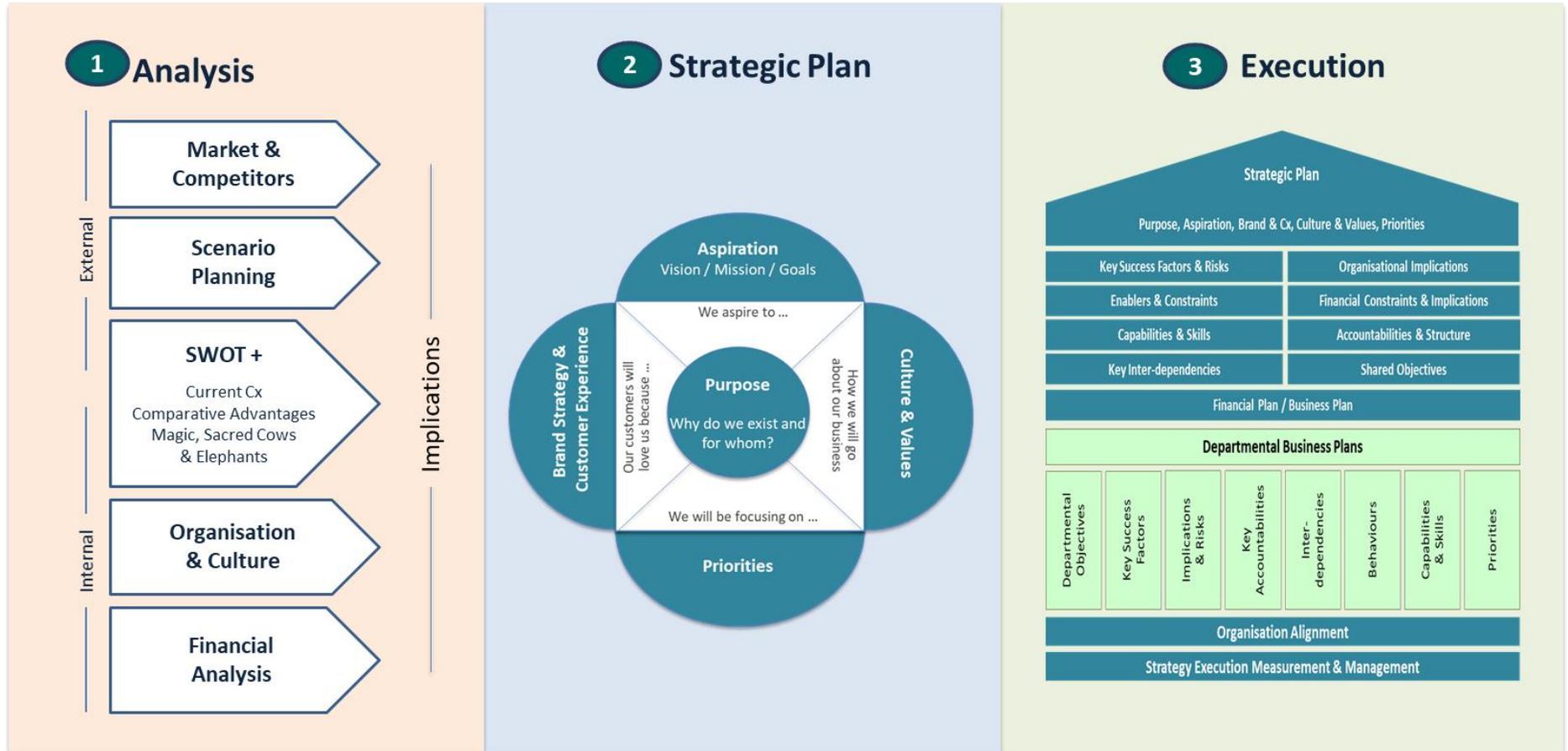
*“Clarity is the most important thing.
If you are not clear, nothing is going to happen.”*

Diane von Fürstenberg



A successful strategy ...

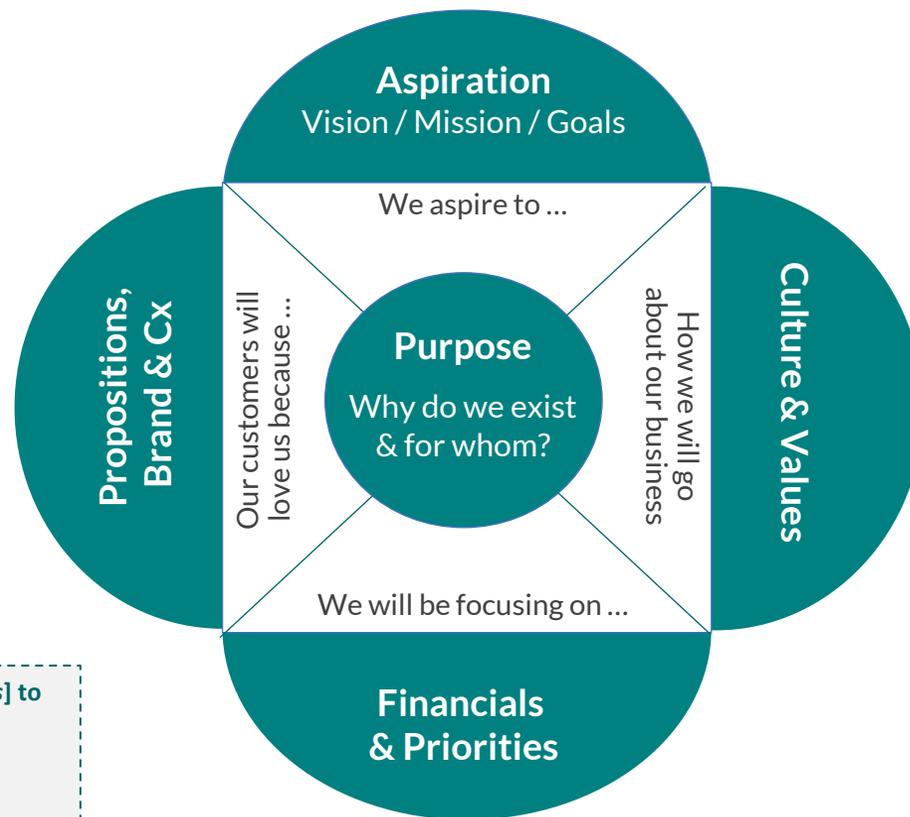
- is anchored in reality
- is customer-centric
- is aspirational yet achievable
- is clear and compelling
- includes numbers and narrative
- includes execution





- Type of company we want to be
- Size of company we want to be
- Success metrics

- Products, Services, Channels
- Customer Segments
- Key differentiators
- Write the customer testimonial you wish to receive
- Customer Experience & Brand Perception – today v tomorrow
- How we will fill the gaps



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

Purpose: We enable [key target customers] to [achieve a valuable outcome].

NB: Purpose must be based on:

- What do we do?
- What makes us special?
- Our core ethos / philosophy
- Customer needs, wants & aspirations
- Benefits to customers, employees & society

Key questions at every stage:

- Key Success Factors
- Obstacles / Challenges to Success
- Organisational implications
- Financial Constraints & Implications

- Key financials
- Key actions:
 - Do the basics well
 - Quick wins
 - For the long term



An agile approach to strategy is needed in times of uncertainty and disruption. But agility will only work if your core strategic fundamentals are strong. Everyone in your business needs to be crystal clear about the following:

1. Why does your business exist (the real reason and the right reason) and for whom?
We enable/help [our target customers] to [achieve a valuable outcome].
2. What does your business do (core products and services)?
3. What makes your business special (your 'secret sauce')?
4. What gives your business the right to succeed?

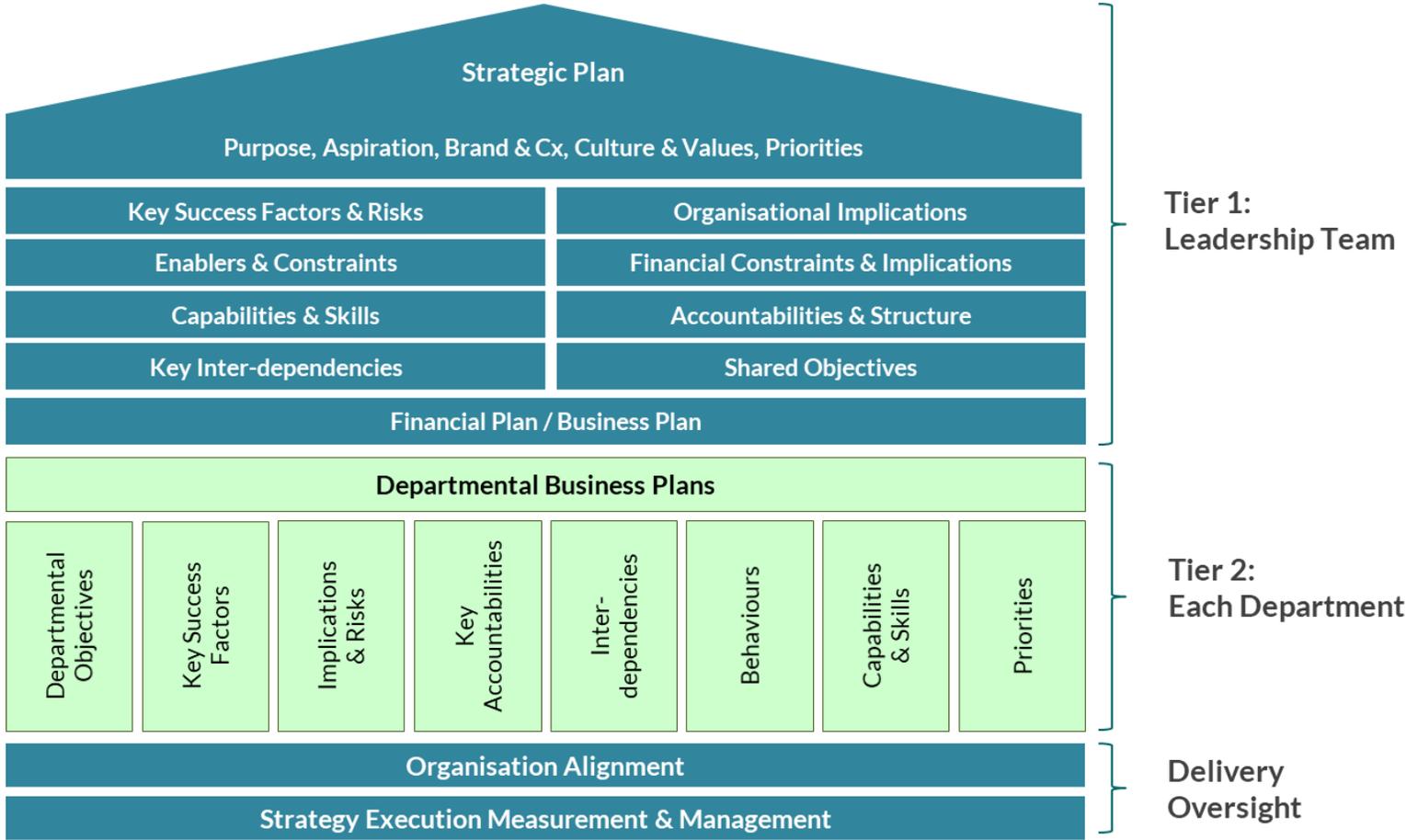
Based on:

- Your personal strengths and weaknesses
- The strengths and weaknesses of your business

STRATEGY EXECUTION



A robust **strategy execution plan** is critical to enable every department to work together to deliver the outcomes that the business requires.



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Change is inevitable. Successful change isn't.

*We enable leaders to align their people to a clear strategy
and lead the delivery of sustainable change.*

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