

Page 1: Strategy Essential

“You need a strategy expertise from someone who practices it, understand the whole landscape, and know what is essentials”

7. THINKING ABOUT YOUR 'OBSTACLES' - 'OVERCOME' THEM.

6. THINKING ABOUT YOUR 'FOCUS' - WHAT ARE YOUR 'PRIORITIES'?

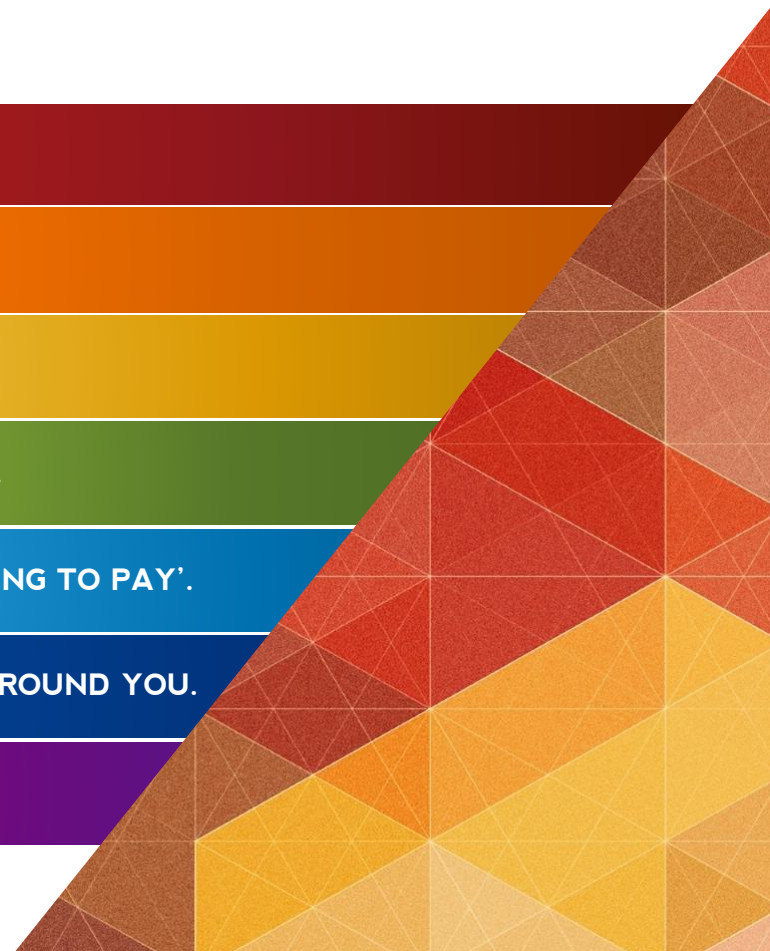
5. THINKING ABOUT YOUR 'FUTURE' - WHAT WILL YOU BE?

4. THINKING ABOUT YOUR 'COMPETITION' - WIN OR MAKE THEM 'IRRELEVANT'.

3. THINKING ABOUT YOUR 'CUSTOMER' - UNDERSTAND THEIR 'PAIN AND WILLING TO PAY'.

2. THINKING ABOUT YOUR 'ENVIRONMENT' - UNDERSTANDING THE 'FORCES' AROUND YOU.

1. THINKING ABOUT YOUR 'CORE' - UNDERSTANDING 'YOURSELF'.



PAGE 2: STRATEGY CONTENTS

“You need a strategy expertise from someone who practices it, understand the whole landscape, and know what is essentials”

1

THINKING ABOUT YOUR 'CORE' UNDERSTANDING 'YOURSELF'.

- 1.1 WHAT & WHY
- 1.2 VALUE CREATION
- 1.3 PERFORMANCE
- 1.4 POWER IN THE GAME

2

THINKING ABOUT YOUR 'ENVIRONMENT' UNDERSTANDING THE 'FORCES' AROUND YOU

- 2.1 WHAT IS CHANGING
- 2.2 WHAT'S THE WORLD LOOK LIKE
- 2.3 UP&DOWN STREAM
- 2.4 THE RULES

3

THINKING ABOUT YOUR 'CUSTOMER' UNDERSTAND THEIR 'PAIN AND WILLING TO PAY'.

- 3.1 WHO ARE THEY
- 3.2 KNOW YOUR CUSTOMER
- 3.3 THE CUSTOMER JOURNEY
- 3.4 ACQUIRING THEM

4

THINKING ABOUT YOUR 'COMPETITION' WIN OR MAKE THEM 'IRRELEVANT'.

- 4.1 WHO
- 4.2 COMPETITOR
- 4.3 ADVANTAGE
- 4.4 BEING UNIQUE

5

THINKING ABOUT YOUR 'FUTURE' WHAT WILL YOU BE?

- 5.1 VISION
- 5.2 SUCCESS
- 5.3 PATHWAY
- 5.4 REPLICATE SUCCESS

6

THINKING ABOUT YOUR 'FOCUS' WHAT ARE YOUR 'PRIORITIES'?

- 6.1 KEY VALUE PROPOSITION
- 6.2 KEY ACTIVITIES
- 6.3 KEY PEOPLE
- 6.4 KEY BUSINESS DRIVER

7

THINKING ABOUT YOUR 'OBSTACLES' 'OVERCOME' THEM.

- 7.1 ANTICIPATION
- 7.2 RISK-REMEDY APPROACH
- 7.3 STRATEGY & TACTICS
- 7.4 YOUR WILL