



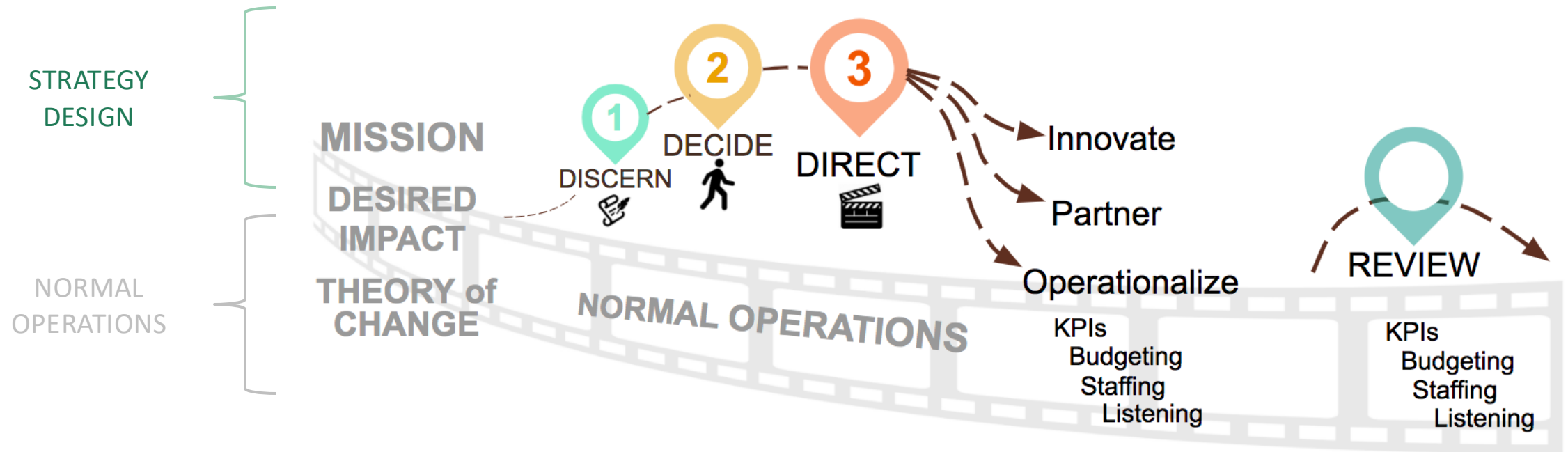
What is strategy?

Strategy is a design
for coordinated
action





Strategy design in context: *“Stepping out of the reel”*





MISSION

WHY



STRATEGY

A plan for coordinated action

HOW



EXECUTION

WHAT



Stage 1



Discern what is going on

Goal: Understand the current season for each partner and articulate our shared challenge.



Challenge Statement

Stage 2



Decide where to focus now

Goal: Decide together on areas of focus for the next season, based on strengths and opportunities.



*Guiding positions
(Objectives)*

Stage 3



Direct coordinated action

Goal: Clarify measures of success for each area of focus (or paths to get there). Identify and prioritize next step actions.



*Actions
(KPIs, Key Results, or Project Plans)*



Strategy Design
CLEAR MISSION
AND STRATEGY

