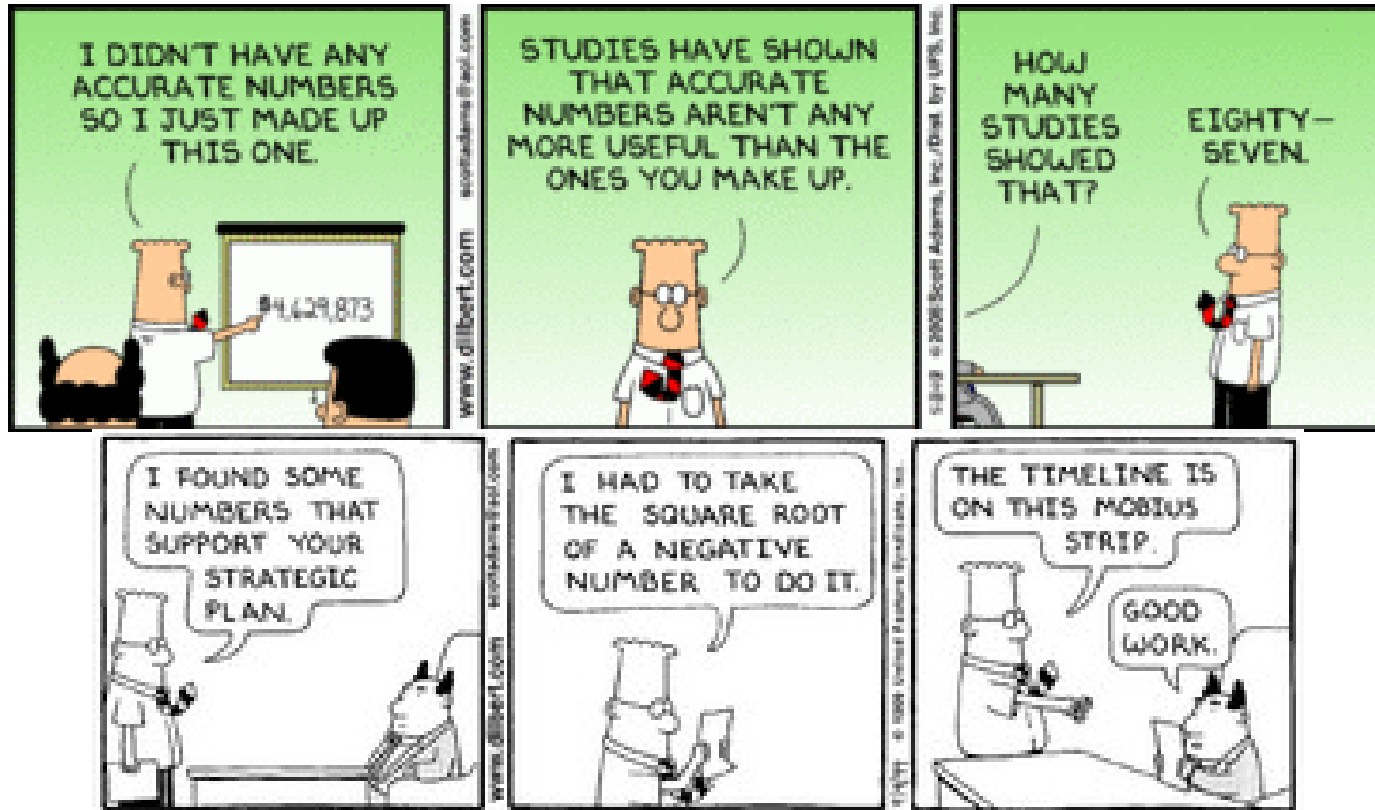


We will be getting started in just a few minutes.....While you are waiting, here is Dilbert's perspective on strategy today.



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mystrategicplan

Your success takes planning

Strategy Huddle™
with MyStrategicPlan

PURPOSE & GROUND RULES

Purpose

Answer real-world questions, handle high-level strategy issues, and share best practices on strategy, execution, planning

Duration

45-60 minutes

Your Role

Ask questions: Questions can be submitted via the Chat Box on right at any time. **

Offer suggestions: Share your experience via the Chat Box during the topic at hand

Details

Session will be recorded. Slides to be emailed out to participants.

AGENDA

- I. Strategy Stat of the Month
- II. Everyone understanding the strategy
- III. Using your SWOT
- IV. Establishing your competitive position
- V. Live Questions

	Usage	Satisfaction
Benchmarking	76%	3.82
Strategic Planning	67%	4.01
Mission and Vision Statements	65%	3.91
Customer Relationship Management	63%	3.83
Outsourcing	63%	3.79
Balanced Scorecard	53%	3.83
Customer Segmentation	53%	3.95
Business Process Reengineering	50%	3.85
Core Competencies	48%	3.82
Mergers and Acquisitions	46%	3.83
Strategic Alliances	44%	3.82
Supply Chain Management	43%	3.81
Scenario and Contingency Planning	42%	3.83
Knowledge Management	41%	3.66
Shared Service Centers	41%	3.68
Growth Strategy Tools	38%	3.87
Total Quality Management	34%	3.80
Downsizing	34%	3.59
Lean Six Sigma	31%	3.87
Voice of the Customer Innovation	27%	3.88
Online Communities	26%	3.69
Collaborative Innovation	24%	3.71
Price Optimization Models	24%	3.75
Loyalty Management Tools	17%	3.79
Decision Rights Tools	10%	3.68

■ Significantly above the overall mean

■ Significantly below the overall mean

Source: Bain & Co., 2009 Management Tools Study

How do I articulate my strategy? I need to feel more comfortable talking our strategy so that I can get buy in.
Do I need an “elevator pitch”?

QUESTION: EVERYONE UNDERSTANDING THE STRATEGY

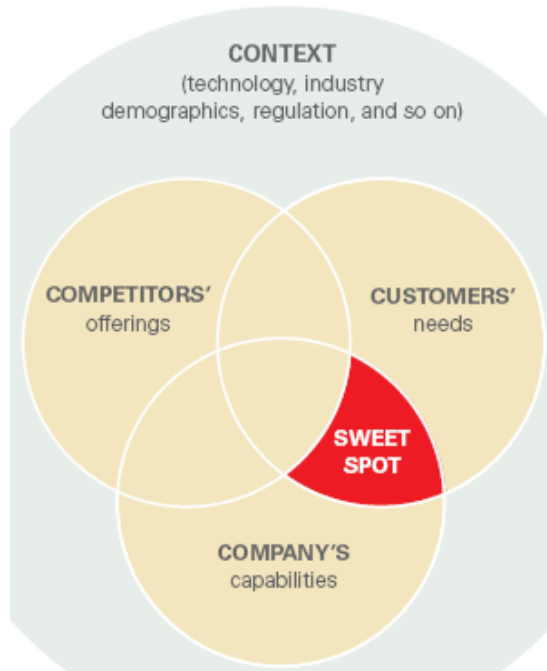
CAN YOU SAY WHAT YOUR STRATEGY IS?

- ❖ **VISION:** Which objective is most likely to maximize shareholder value over the next several years – not a generic statement about maximizing shareholder value?
- ❖ **SCOPE:** What are the boundaries beyond which it will not venture? Scope encompasses three dimensions: customer or offering, geographic location and vertical integration.
- ❖ **ADVANTAGE** – how the firm is going to reach the objective. Competitive advantage is the essence of strategy which drives the value proposition.

CAN YOU SAY WHAT YOUR STRATEGY IS?

The Strategic Sweet Spot

The strategic sweet spot of a company is where it meets customers' needs in a way that rivals can't, given the context in which it competes.



Edward Jones's Strategy Statement:

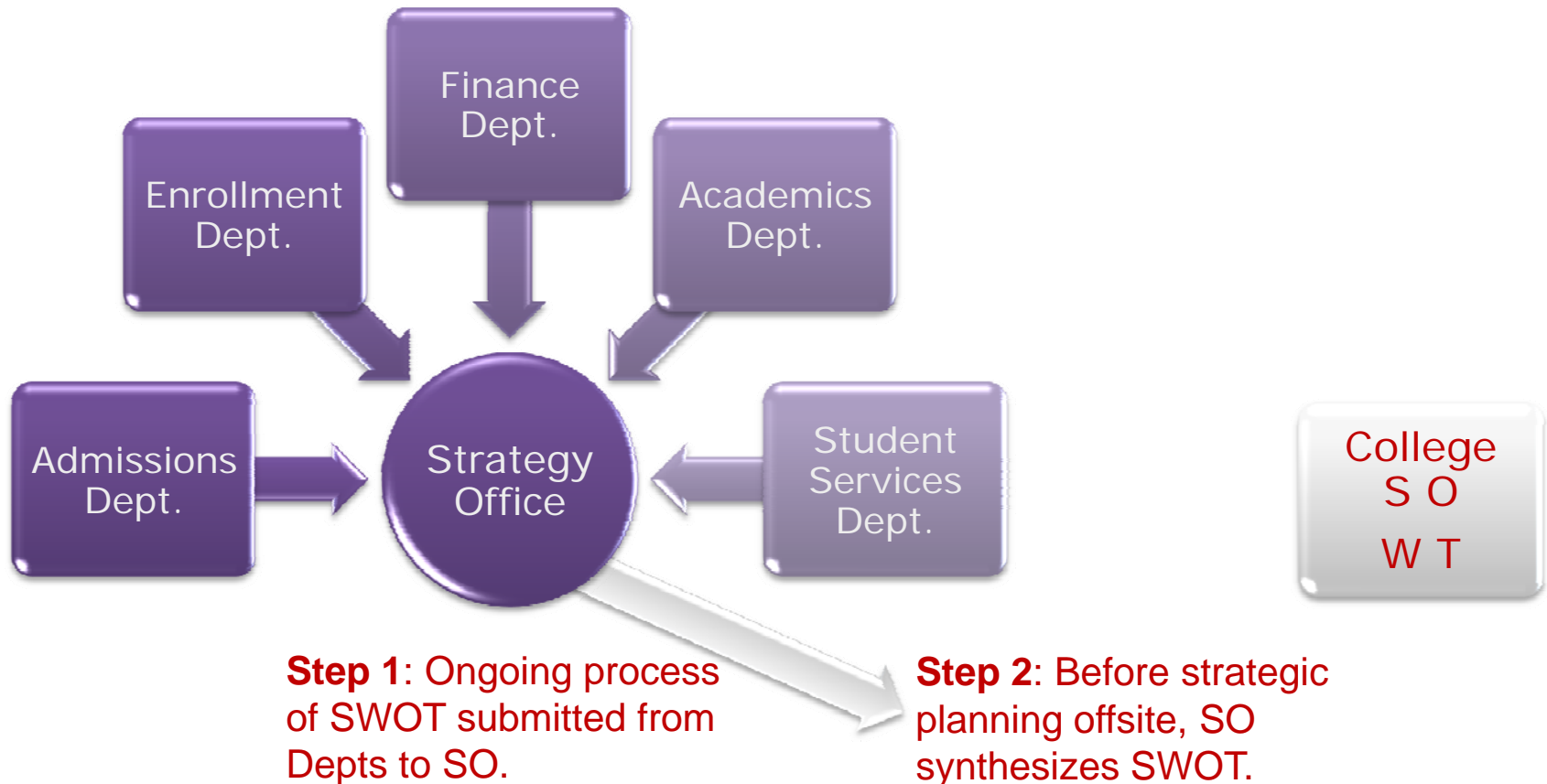
To grow to 17,000 financial advisors by 2012 by offering trusted and convenient face-to-face financial advice to conservative individual investors who delegate their financial decisions through a national network of one-on-one financial adviser offices.

Source: David J. Collis and Michael G. Rukstad -- Harvard Business Review, April 2008 pp 82-90

Every year we do a SWOT, but we never actually use it to develop strategy. What is the best way to actually use a SWOT in setting strategy?

QUESTION: USING YOUR SWOT

CASE STUDY: STATE COLLEGE – IDENTIFIED THE STRATEGIC POSITION.



CASE STUDY: STATE COLLEGE - IDENTIFYING THE HIGHEST IMPACT ITEMS.

SWOT	
Strengths <ul style="list-style-type: none">• Strength #1• Strength #2• Strength #3• Strength #4• Strength #5	Opportunities <ul style="list-style-type: none">• Opportunity #1• Opportunity #2• Opportunity #3• Opportunity #4• Opportunity #5
Weaknesses <ul style="list-style-type: none">• Weakness #1• Weakness #2• Weakness #3• Weakness #4• Weakness #5	Threats <ul style="list-style-type: none">• Threat #1• Threat #2• Threat #3• Threat #4• Threat #5

CASE STUDY: STATE COLLEGE - ALIGN WITH SIX STRATEGIES.

Strategy #1	Strategy #2	Strategy #6
<ul style="list-style-type: none">• Weakness #4• Opportunity #4• Opportunity #5	<ul style="list-style-type: none">• Strength #3• Strength #4• Weakness #5• Threat #1	<ul style="list-style-type: none">• Opportunity #1• Opportunity #2• Opportunity #3

*Conducted an opportunity analysis for each opportunity in **relation** to the strategy and each other. (See next section.)*

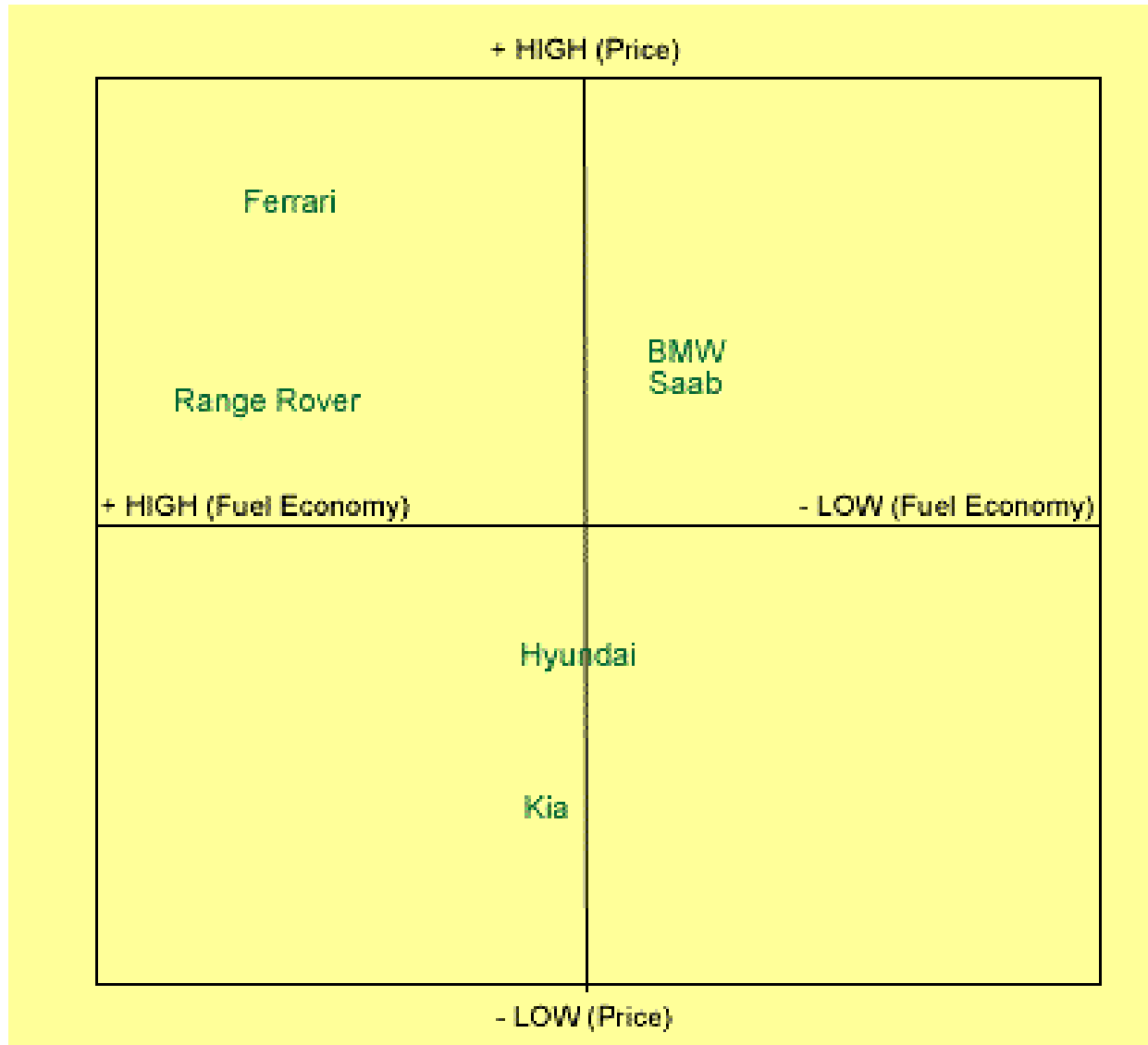
SUMMARY ACTIONS

- ❖ Identify high priority items.
- ❖ Align them with top level strategy statements (such as your priorities or goals/objective).
- ❖ Determine supporting actions based on the aligned S/W/O/T.
- ❖ *Additional Idea:* Review last year's SWOT instead of starting from scratch.

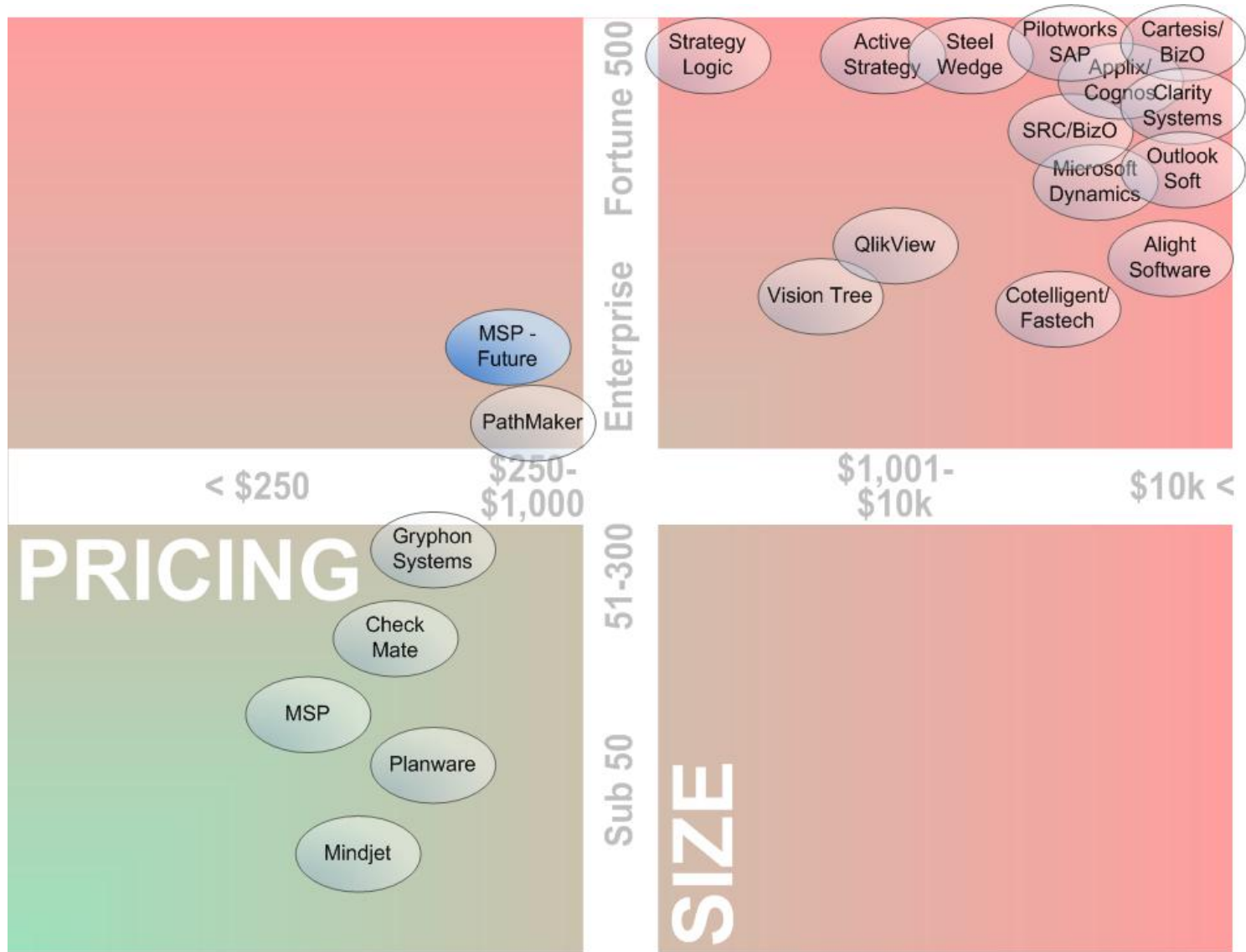
How do you find a competitive position when everything is being commoditized in my industry?

QUESTION: FINDING YOUR STRATEGIC POSITION

POSITIONING MAP



POSITIONING MAP

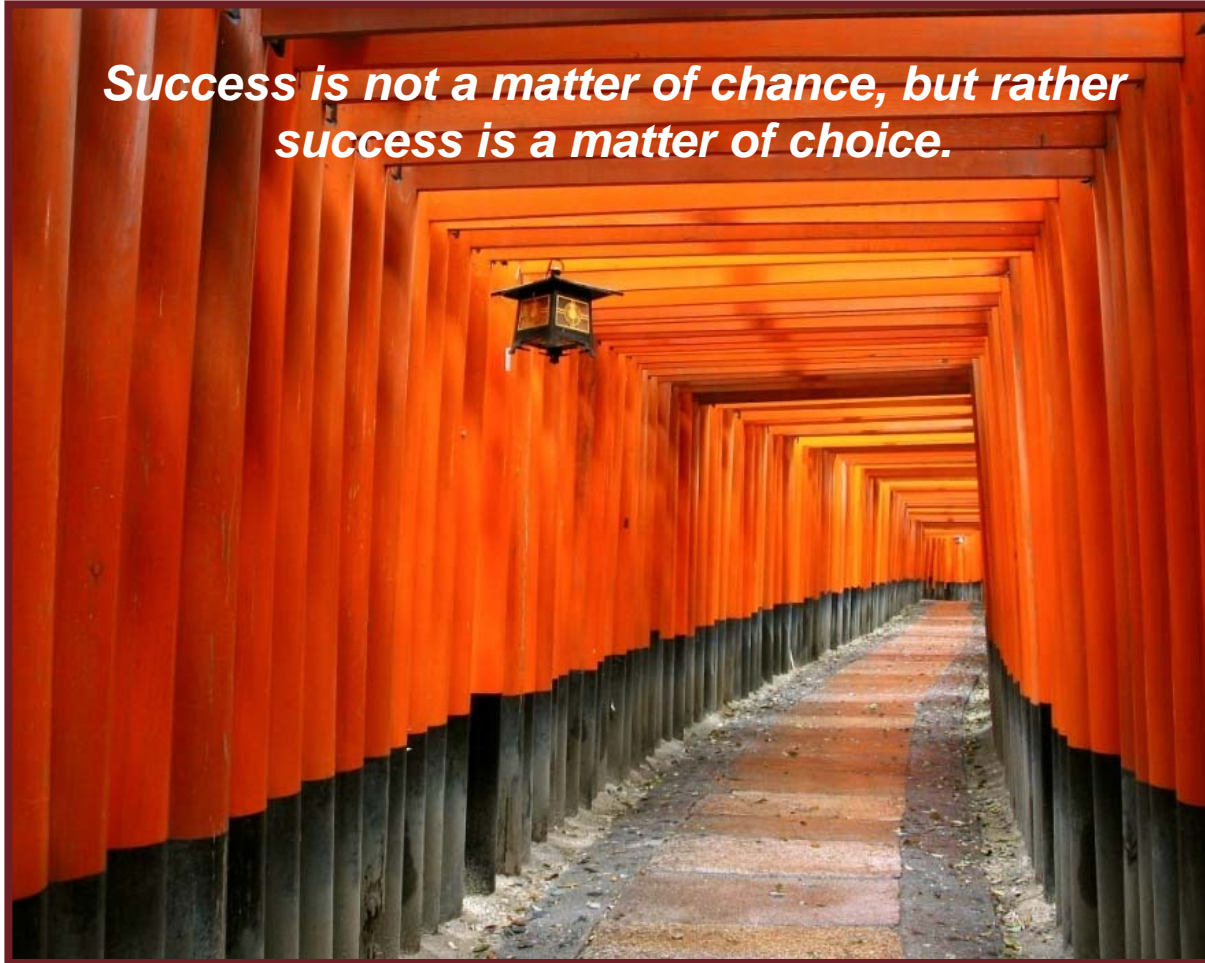


SUMMARY ACTIONS

- ❖ Identify your top competitors.
- ❖ Establish the two variable axis. (Such as price and company size)
- ❖ Research the key variables.
- ❖ Map yourself and your competitors.

IN-THE-MOMENT QUESTIONS

Success is not a matter of chance, but rather success is a matter of choice.



ABOUT US



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NEXT HUDDLE

- ❖ 9am PT, December 16th
- ❖ Send in questions for the next Strategy Huddle to admin@mystrategicplan.com and reference the Strategy Huddle in the subject line
- ❖ Questions submitted during presentation that we did not get to will be followed up via email or phone call.
- ❖ Today's session is being recorded and will be posted on mystrategicplan.com

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