

# 9 Step Business Strategy Template

## Engage

Identify your stakeholders and clarify their true needs. What do they really want from your company?

## Goals

Take your stakeholder needs and write them as tangible goals. Date them in stone and display as a rich picture of your future.

## Planning Backwards

Plan backwards from your goals, identifying the tipping points that lead to them and display as a one page strategic plan.

## Calculate Value

Where value drivers have been identified, calculate their value using Fermi Estimation and Monte Carlo Box to find numbers everyone agrees on.

## Identify Value Drivers

Take your goals and identify what will drive value in your future. Consider increased asset values, increased revenues and reduced costs.

## Engage Management

Introduce your management team to your one page strategic plan. Challenge them to find better ways to your goals and make a start.

## Calculate Costs

Review all the tipping points on your one page strategic plan and calculate the costs so that everyone is in agreement.

## Engage Team

Introduce your team to your single page strategic plan. Explain their part in delivering it. Display your plan so everyone can focus on it daily.

## Walk the Floor

Streamline meetings and focus on what should be done and what should not. Walk the floor, support your team and reinforce your plan.

Designing and Delivering Futures