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Standard Operating Procedure for Business Strategy Ideation

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PARTICULARS _____

Scope Responsibilities Procedure Flowchart

Purpose

This SOP outlines the process to provide a **structured framework for developing business strategies** to achieve client objectives. Also, ensure **alignment with client aspirations and industry opportunities** and **facilitate effective communication and decision-making** within the consulting team

Scope

- This SOP applies to five essential steps: **Winning Aspiration, Where to play?, How to win?, What capabilities must be in place?, What management systems are required?**
- Addressing general challenges such as lack of information, stakeholder alignment, resistance to change, and competitor analysis.
- **Focus on strategy development** and implementation within client organizations.

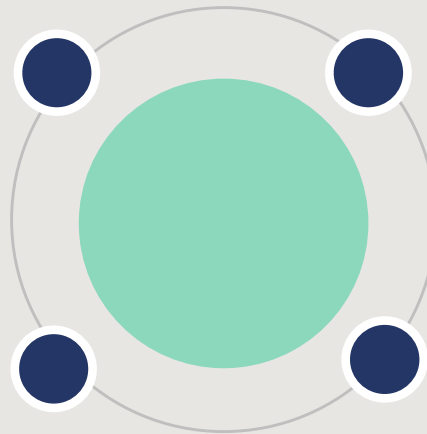
Responsibilities

Analyst

Compile and refine presentation notes.

Consulting Team

Collaborate on strategy development and implementation.



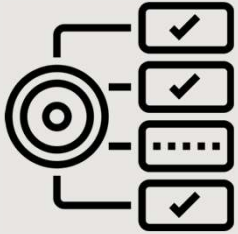
Partner

Review and provide feedback on the presentation notes.

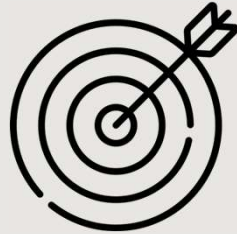
Client Stakeholders

Provide input and align on business objectives.

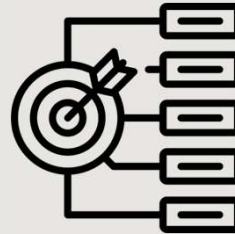
Requirements



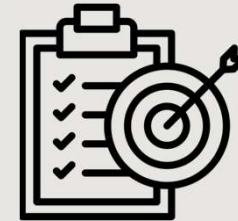
Understanding of
client business
objectives and
industry landscape.



Adaptability to
address challenges and
resistance to change.



Strong
communication and
collaboration skills.



Ability to analyze and
prioritize strategic
options.



Access to relevant data
and resources for
strategy development

Procedure for Business Ideation Strategy

1. Winning Aspiration

- **Strategic Clarity:** Identify the multiple paths to success within their industry, potentially revealing previously unseen opportunities.
- Aspirations can be refined and revised over time
- Aspirations shouldn't change day to day

2. Where to play?

- **Align & Amplify:** Choosing playing fields that align with the client's aspirations and amplify their impact
- **Ruthless Prioritization:** Obtain the fields where the client doesn't want to play to eliminate distractions.
- **Clarity:** There should be clarity from Consumers to channels and customers; to competition; to local, regional, and global differences.
- **Conviction:** Identifying what business they really want to get in.
- **Collaboration:** Identifying ways to win in the selected playing field.

3. How to win?

- Define the method by which the client will win on the field
- How can they create unique value, and how it can sustainably deliver that value to customers in a way that is distinct from its competition.
- Match the firm's advantages (both existing and potential) against its where-to-play choices.
- Perform **SWOT Analysis**

4. What capabilities must be in place?

- Identify what must they excel at to thrive in their chosen field and achieve their desired victory.
- **Strategy-oriented** :- Optimal position arrangement that makes the most benefits for the final goals
- **Position-oriented** :- Designed around positions, not people. Comprising of functional positions that contribute to the business aims
- **Stable and flexible** :- Flexible enough to adapt to the internal and external environment changes
- **Strengthen accountability** :- Structure to promote accountability. It should ensure adequate guide and control. Hierarchy should be reasonable and smooth to ensure clear, rapid information flows.

5. What management systems are required?

- Robust Management Systems are the backbone of strategy, translating aspiration into actions and measuring progress.
- **Strategic Agility**: A well-defined process for creating, reviewing, and communicating the strategy ensures everyone is aligned and adaptable.
- **Capability Champions**: Dedicated structures nurture and support core capabilities, empowering the organization to excel in its chosen arena.
- **Performance Pulse**: Clear metrics and regular reviews provide insight into the strategy's effectiveness, enabling course corrections when needed.

General Instructions

- ❑ The **Analyst** needs to make the **MVP** for a **presentation notes document** for the Partner **one day before** and the **final version** the **night before** the **presentation** that helps him/her navigate the presentation.
- ❑ **Objective Alignment:** Ensure all team members understand the client's business objectives, aspirations, and the scope of our consulting engagement to maintain focus.

General Challenges

- ❑ **Lack of Publicly Available & Stakeholder Given Information about their Business Operations.**
- ❑ **Stakeholder Alignment:** Achieving consensus among various stakeholders with differing priorities and perspectives can be challenging.
- ❑ **Resistance to Change:** Anticipate and prepare for resistance from the client organization towards recommended changes. Develop strategies to demonstrate value and facilitate buy-in.
- ❑ **Identifying the subniche of the client's product or service.**
- ❑ **Lack of Competitors Information in the identified subniche.**

Process Implementation Checklist

Do's	Don'ts
Do keep it simple & focused, 16-20 slides are optimal	Don't make it too long
Do hook the audience through the narration	Don't have unstructured schema for the slides
Do use visuals, icons and infographics, bullet points	Don't add too many texts
Do make the theme of the slides in unison of the client logo	Don't use bright or bold colors,

Inputs

[illegible]

Link to Sample

Revision History

Appendix

Archives

