**Crafting Your Strategy Statement**

The elements of your Strategy Statement:

What will we do? A sentence about the Objective – the fundamental outcome to our goal.

How will we do it? A sentence about the Scope – relating to our client(s) or our process focus.

Why are we doing it? A sentence about the Advantage – the meaning / benefit to our goal.

Once complete, combine all three elements into a single sentence or a paragraph to complete your Strategy Statement.

“Blackberries objective is to provide its’ customers the most secure infrastructure regardless of the industry by utilizing the unique domain knowledge and embracing the innovation as an everyday practice to help building the post-modern lives of the mankind.”

Executive Summary

Blackberry aims to reach it’s strategical goals by excelling in 4 different crucial areas based on today’s business dynamics. These core focuses are embracing innovation while providing most secure infrastructure, targeting different segments of electronics market with products tailored to user needs, effective affiliation marketing and creating a network by educating the individuals.

Blackberry reinvents itself as “Research in Motion” by embracing the practices and requirements of the ultra-competitive environment of the business. The companies focus is to provide unquestionable reliability in numerous industries, such as finance, government and healthcare. The company will be adopting the innovation and strategic agility as for the core values. This will be achieved by actively involving employees being part of the strategy acceleration via building a guiding coalition around the urgent opportunities.

PARAGRAPH SEGMENTS

PARAGRAPH MARKETING  
  
PARAGRAPH EDUCATION

To conclude, targeting correct segments in electronics will provide the company sustainable revenue. Practicising innovation on a daily basis will keep them on top of competition. Affiliate marketing will contribute the company having the attention of masses. Lastly, educating the community will help their developer base and provide a ripe environment for innovation. We believe that Blackberry can differentiate itself and have sustainable competitive advantage, if they focus their strategy on the above mentioned areas.