



Figure 1 — The five factors

When I looked at my strategy document, I could see a purpose and then a huge jump into leadership and the strategic choices we had made. But where was landscape, climate and doctrine? I started to think back to every business book that I had read. Everything seemed to do this jump from purpose to leadership.

For reference, Sun Tzu's five factors are: -

Purpose is your moral imperative, it is the scope of what you are doing and why you are doing it. It is the reason why others follow you.