

A project... for whom?

We can now reflect on how best to address this strategic challenge.

A strategic challenge is often so "gigantic" that it cannot be solved with "one project". The response must be broken down into sub-projects. This set of sub-projects will contribute to achieving and meeting the challenge.

How do you define and identify one of these sub-projects? We propose the following method:

Let's identify the stakeholders impacted by this strategic challenge, and the project will then be the solution that addresses their needs.

Examples:

- If our strategic challenge is to reduce logistics costs, then the stakeholder could be the team managing the logistics.
- If our strategic challenge is to achieve a better quality of service, then the stakeholder can be a customer segment, or account managers, or distributors

