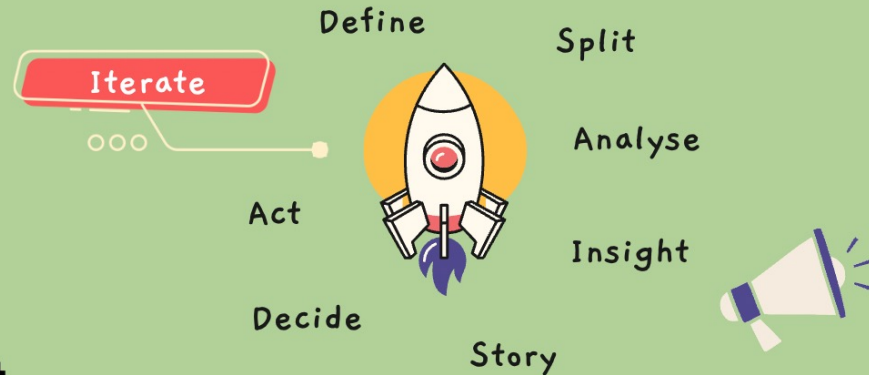


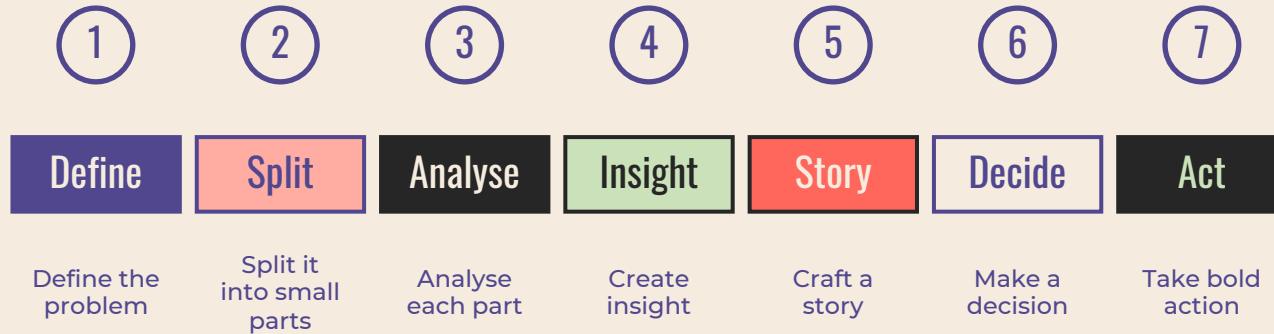
STRATEGIST

TOOLKIT

CHEATSHEET



Strategic Thinking



Tools & Frameworks

Define	Split	Analyse	Insight	Story	Decide	Act
SCQ	Scatter	Profit Margin	Gantt	Circular	HV Logic	SPADE
HTDQ	Cumulative	5 Why's	Driver Tree	Journey	MECE	ABCD
Outcome	Candlestick	5W+H	Continuum	Touchpoint	SCQA	Pros & Cons
Driver Tree	Rank	Yes/No	Heat Map	Timeline	Story Spine	Bull & Bear
Bucketing	Unit Economics	Tabular	Graph	Capability Map	5 Act	Zero To One
Hypothesis	Waterfall	One Pager	Matrix	Image Column	StoryBrand	Decision Grid
Trend	Marginal Return	Canvas	From:To	Segmentation	Eisenhower	Execution Plan
Comparison	Cashflow	Tri-Column	Venn	Hub n' Spoke	Decision Tree	Comms Deploy
Mix	ROIC	Chevron	Positioning	3x3 Model	Evaluation	GTM Stack
Distribution	Actual v Target	Horizon	Pyramid	Minto Pyramid	Bezos	Capability Drop