# 

C1M2L1 Item05 – Exemplar: Strategy Planning and Execution

### Step 1: Define strategic goals

Identify and define three key strategic goals for TechInnovate based on the scenario. These goals should focus on areas such as market expansion, innovation in AI technology, and improving customer satisfaction.

**Goal 1:** Increase market share in Europe by 15% within the next 3 years.

**Goal 2:** Launch a new AI-driven analytics tool by Q3.

**Goal 3:** Improve Customer Satisfaction scores by 20% within the next 18 months.

### Step 2: Identify and prioritize key initiatives to achieve the strategic goals

List at least four potential initiatives TechInnovate could undertake to achieve the strategic goals identified in Step 1 and briefly explain. Then, prioritize these initiatives based on their strategic importance and potential impact.

**Strategic Goal > Initiative(s) > Priority**

**Strategic Goal:** Increase a market share in Europe by 15% within the next 3 years

* **Initiative:** Launch a targeted marketing campaign in Europe (priority high / impact high) 🡪 that will directly impact the market expansion goal, drive sales, and positively impact brand awareness.
* **Priority:** 2

**Strategic Goal:** Launch a new AI-driven analytics tool by Q3 2025

* **Initiative:** Accelerate AI-driven tool development (priority high / impact high) 🡪 , which is essential for maintaining a competitive edge.
* **Priority:** 1

**Strategic Goal:** Pilot program to refine product

* **Initiative:** Conduct a pilot program with selected key clients to refine the product before full launch (priority medium/impact high), depending on the product development.
* **Priority:** 3

**Strategic Goal:** Improve Customer Satisfaction scores by 20% within the next 18 months

* **Initiative:** Launch a customer feedback program (priority medium/impact medium) 🡪 This program is important for long-term satisfaction but may not give immediate results, so it is quick to implement.
* **Priority:** 4

### Step 3: Create A Program Roadmap

Develop a high-level program roadmap that includes timelines, key milestones, and the alignment of the prioritized initiatives with TechInnovate’s strategic goals. Ensure the roadmap clearly shows how each initiative contributes to the overall strategy. You can then visually depict this information in Word using charts or shapes.

**Strategic Goal:** Increase a market share in Europe by 15% within the next 3 years

Quarter 1: Launch targeted marketing campaign

Milestone I: Campaign kicks off in January

Milestone II: First customer conversion analysis by the end of Q1

Quarter 2: Refine and launch of the 2nd targeted marketing campaign

Milestone I: The Campaign kicks off in April

Milestone II: End of the quarter customer conversion analysis by the end of Q2

**Strategic Goal:** Launch a new AI-driven analytics tool by Q3 ~~2025~~

Quarter 1: Accelerate AI-driven tool development

Milestone I: Complete prototype by February

Milestone II: Conduct beta testing in March

Quarter 2: Conduct a pilot program with selected key clients to refine the product before the full launch

Milestone I: Select pilot clients by April

Milestone II: Collect pilot feedback by June

**Strategic Goal:** Improve Customer Satisfaction scores by 20% within the next 18 months

Quarter 1: Enhance customer support with AI tools

Milestone I: Deploy AI tools by February

Milestone II: Initial performance review by April

Quarter 2: Launch customer feedback program

Milestone I: Design customer feedback program by March

Milestone II: Full rollout by May

**Program roadmap:**

