



StratBridge™ - STRATEGIC PLANNING IN THE COMPANY

Align strategy, people and actions

StratBridge™ is the **structured strategic planning program** offered by LYSPAS & CO to accompany organizations in the **real alignment of their long-term objectives with the daily work of their teams.**

Based on the **Hoshin Kanri** methodology, this system allows **the deployment of the institutional VISION AND MISSION in concrete, measurable and executable actions**, transforming strategic intentions into sustainable results.



It is the future aspiration.
What do we want to become in 5 or 10 years?

Is **projective** (5–10 years)

It's **inspiring** but possible

It defines a destiny that guides change, evolution, growth

It is the current raison d'être of the organization.

Why does this company exist today?

It is **present**

It is **concrete and operational**

Reflects **what you deliver** to the customer

Principles that guide the decisions and behaviors of the organization.

How do we behave? What do we stand for?

They apply to **everyone, every day**. They are **non-negotiable**

HOSHIN MATRIX

X			Proj 1 - SECTION OF WEEKLY TECHNICAL PUBLICATIONS	X	
	X	X	Proj. 2 - SYSTEMATIZING PRODUCTS		X
OBJ.1 - PARTICIPATE IN INTERNATIONAL CONGRESSES	OBJ.2-DEPLOYMENTS AT 2 BIG COMPANIES	OBJ.3. GET THE PRODUCT INTO ONE UNIVERSITY AT LEAST	<div> <div>ANNUAL INITIATIVES</div> <div> <div>VISION</div> <div>MISSION</div> </div> <div>OBJECTIVES OF SHORT TERM (1 YEAR)</div> <div>METRICS</div> <div>LONG-TERM GOALS (5 YEARS)</div> </div>		
			<div> <div>KPI1: NUMBER OF PUBLISHED VIEWS</div> <div>KPI2: QUANTITY OF PRODUCT ON GOING</div> </div>		
			RESOURCES		
X			Obj. 1 - IT HAD A PRESENCE ON 5 CONTINENTS		
	X	X	Obj. 2 - EXPAND THE BUSINESS TO THE ENERGY SECTOR		



What does StratBridge™ offer?

- Collaborative definition of **long-term strategic objectives**
- Identification of **annual objectives aligned** with vision and mission
- Construction of the **Hoshin Matrix (X Matrix)**
- Breakdown into **concrete initiatives and specific tasks** by area
- Development of **real strategic KPIs**
- Complementary tools: resource allocation, visual dashboard, alerts, tracking

Methodology

StratBridge™'s starting point is the strategic information provided by the company's management, especially its long-term vision. From this definition, and through a structured sequence of meetings, short-term objectives are constructed, along with their action tactics, progress indicators, and follow-up mechanisms.

As a result, the Hoshin Kanri™ Matrix is delivered, which becomes a dynamic tool for alignment and strategic evolution for the entire organization

		Week 1 - Day 1	Week 1 - Day 2	Week 2 - Day 1	Week 2 - Day 2	Week 4
Early Phase	Introduction to the work team					
Meeting 1	Strategic Vision. It is based on the institutional mission and vision of setting 3-5 strategic objectives for 5 years		Long-term goals			
Meeting 1	Annual objectives directly linked to strategic objectives		Objectives 1 year			
Meeting 2	Annual objectives are translated into clear initiatives by team, with managers, deadlines, and resources.			Annual Project Plan		
Meeting 3	Each key initiative has one or more meaningful performance indicators, which truly reflect strategic progress.				Define KPI's	
Final Round	Management audits. Objectives and next step					Audit Management

Expected results

- Strategic objectives **deployed at all levels**
- Contributors who understand **their contribution to the overall purpose**
- Actionable, actionable indicators to guide decisions
- More aligned, autonomous and focused teams

What other programs do you connect with?

- **LeanBridge™**: Creates the ideal operational and cultural context for strategic planning
- **Kaizen Action™**: solves cross-cutting problems arising from Hoshin objectives and indicators
- **FlowStable™** and **WasteZero™**: can be integrated as specific initiatives within the matrix.