

Strategy Model Structure

Paramount Challenges

Future Opportunities & Threats that we won't be able to deal with if we don't change our product/market-fit

Strategic Choices

Choices about the best customer needs-solutions pairs for surmounting our future challenges

Required Capabilities

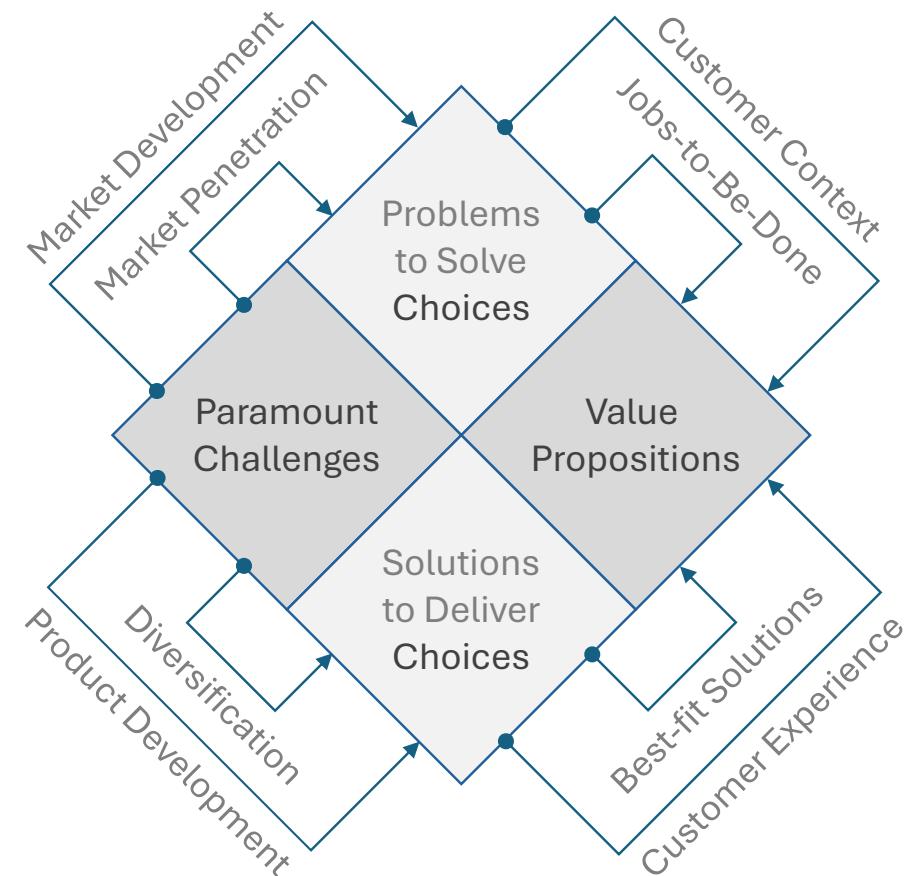
Capabilities System required to support the Value Propositions that will be instantiated as Products or Services ...

Value Propositions

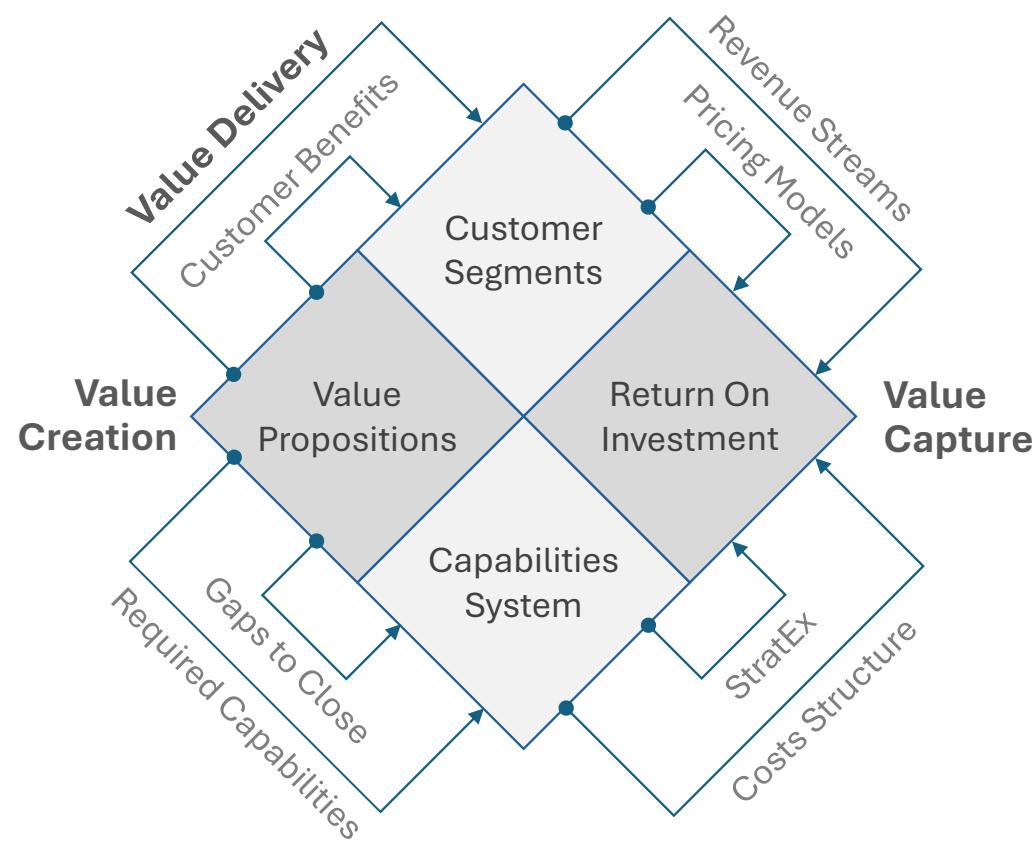
Success formulas for translating our choices into market reality, by fitting customers benefits with our profitability

... that will allow us to surmount our Paramount Challenges in the marketplace, once we have closed the Strategic Gaps between the Required and the Existing Capabilities (Strategy Execution)

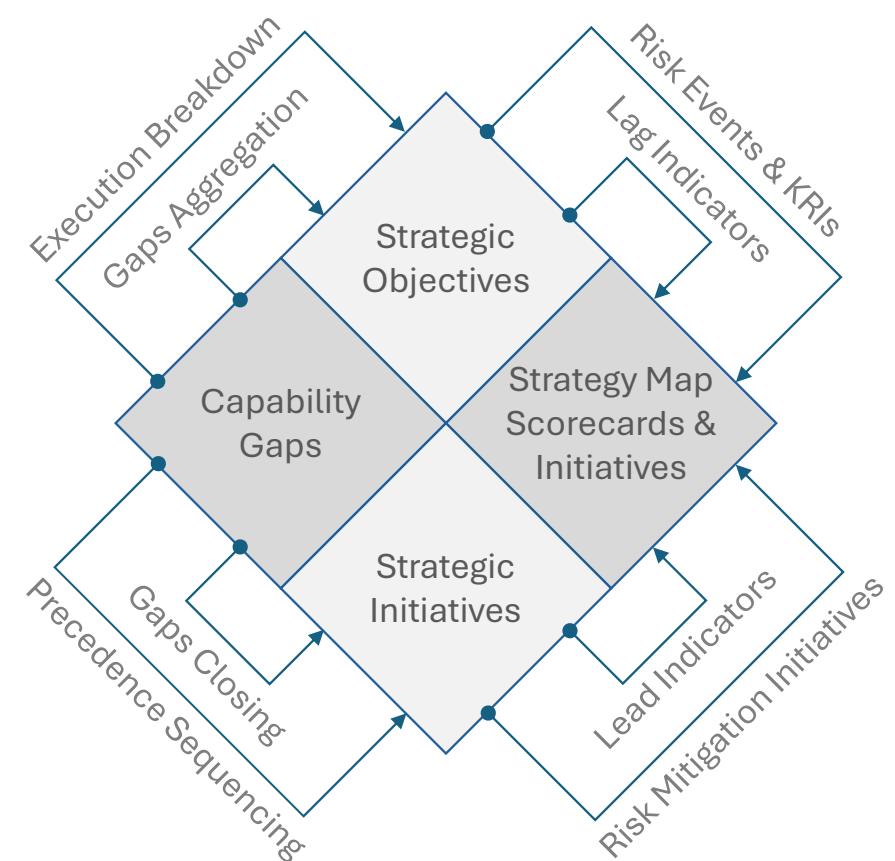
The Strategy Core



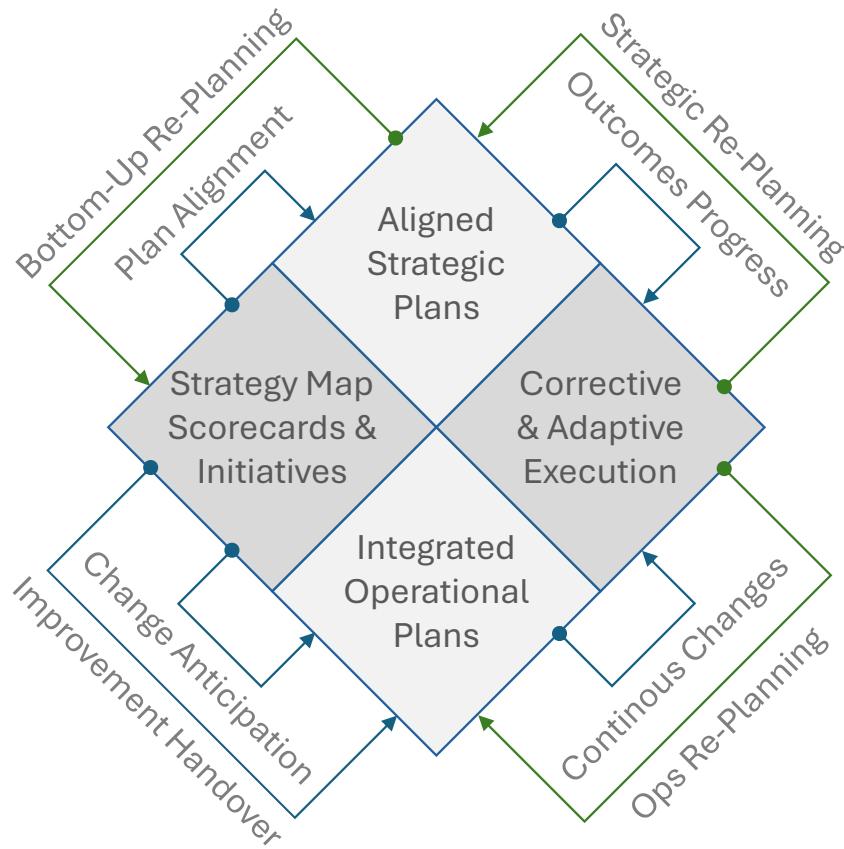
The Business Model



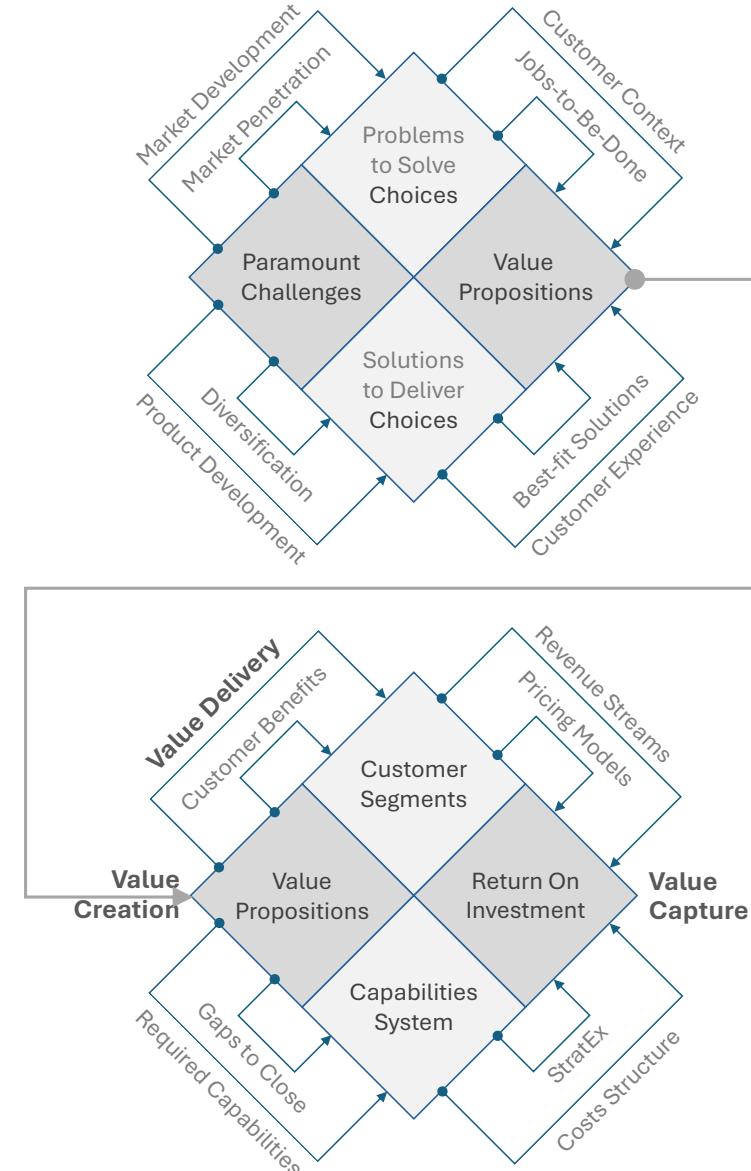
The Strategic Plan



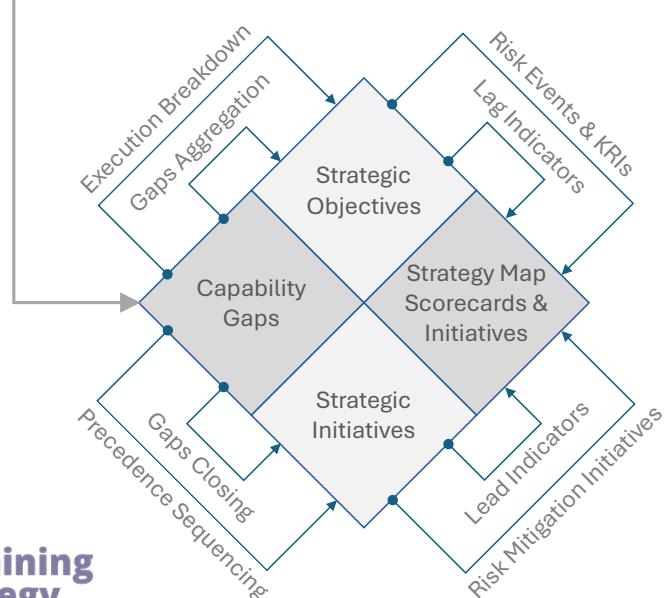
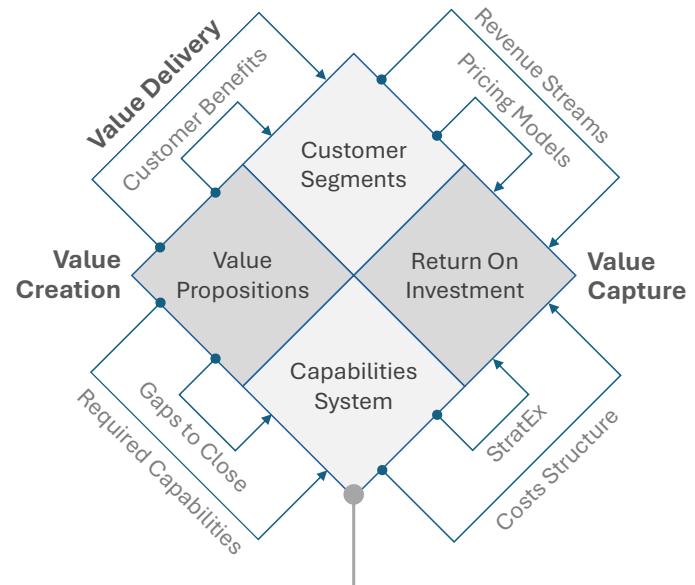
The Strategy Execution System



From Strategy Core ...
... to Business Models



From Business Models to Strategic Plan



From Strategic Plan to Strategy Execution

