

■ The Strategy

The coherent set of choices and actionable decisions aimed at surmounting the paramount challenges that an organization is expecting to encounter.

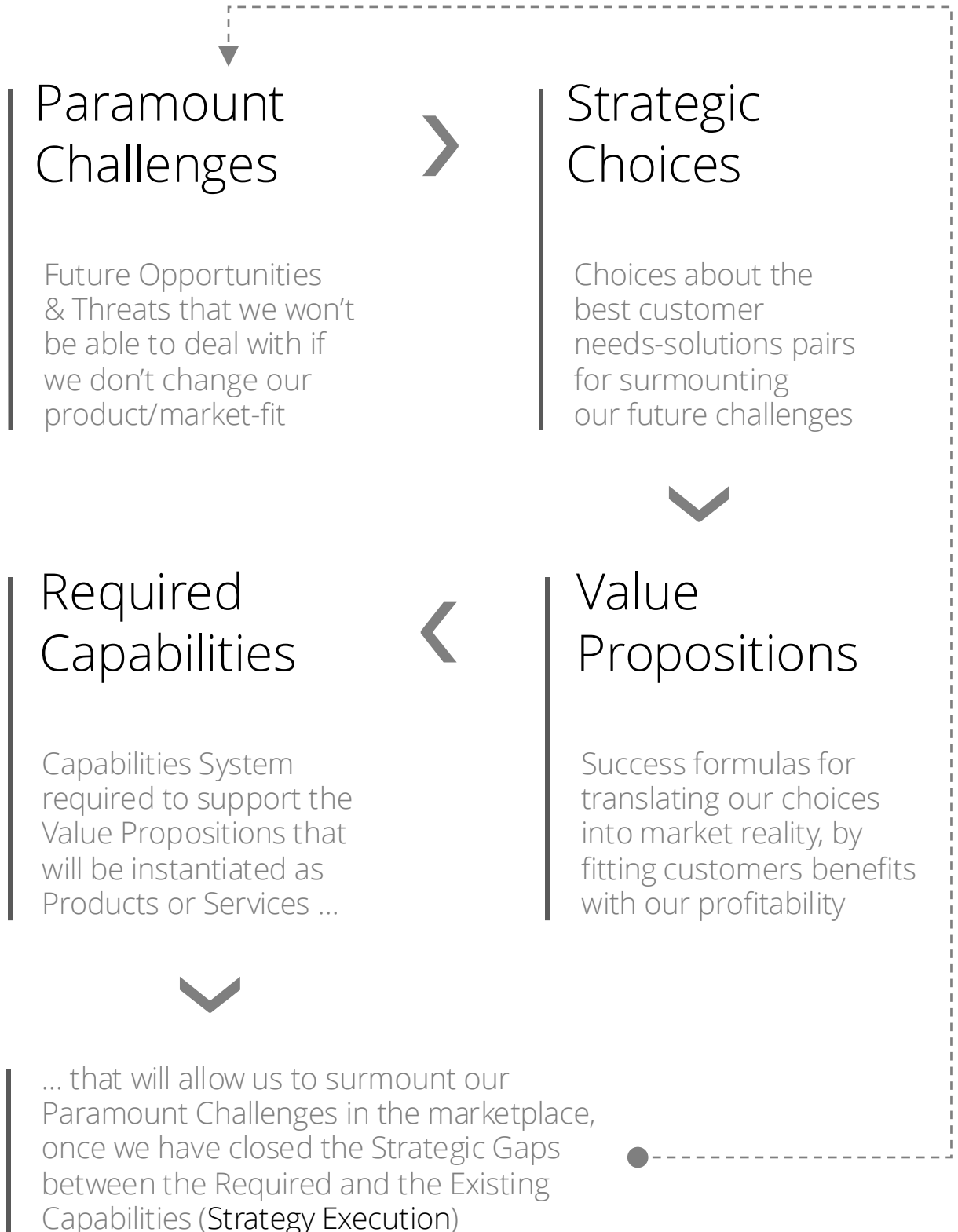
■ Strategy Formulation

The iterative process of defining the Strategy, based on hypotheses about the future, and aimed at implementing it.

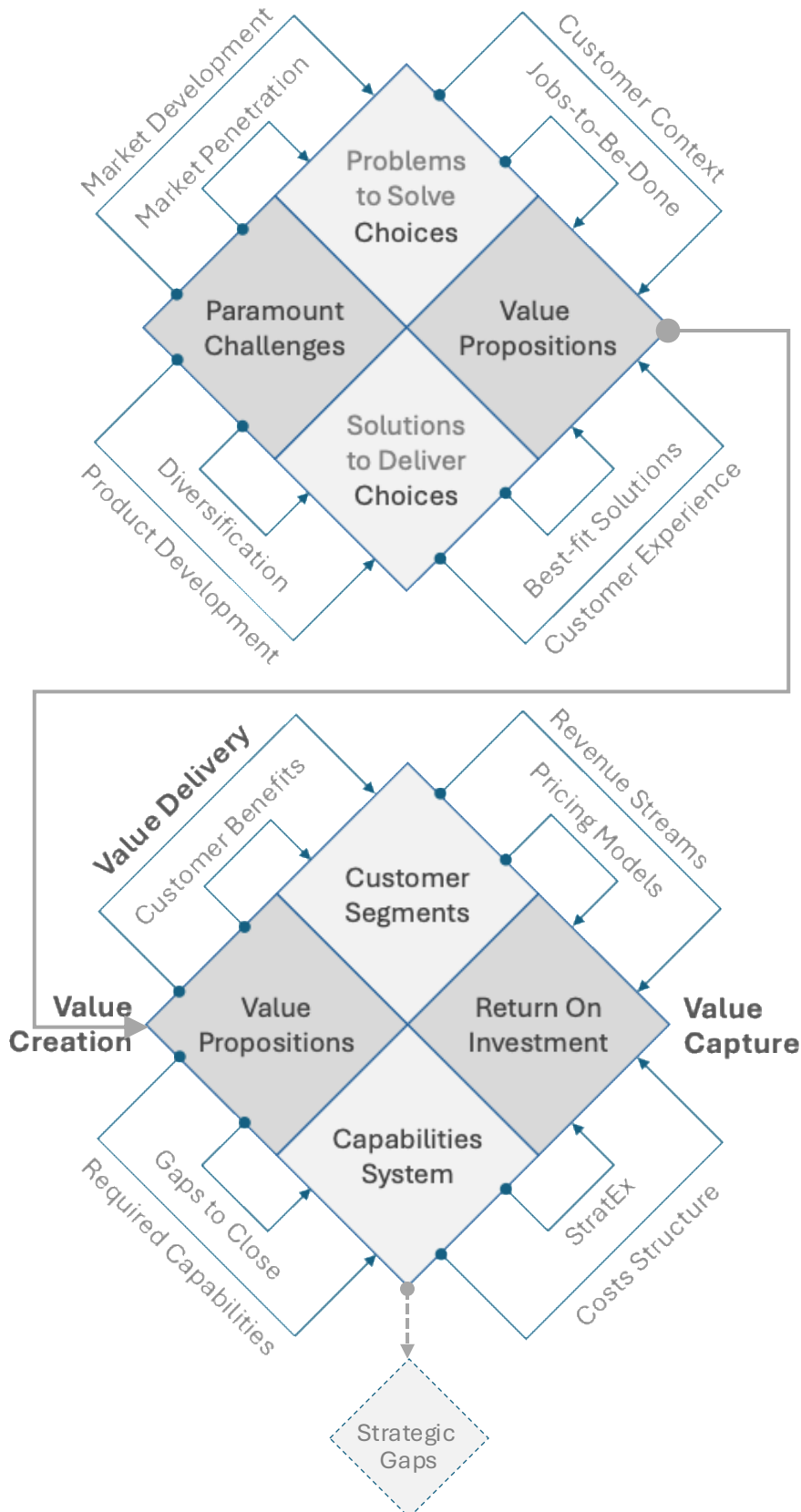
I Strategy Execution

The sequential process of adaptively implementing the Strategy in evolving circumstances, based on a coordinated plan.

■ The Strategy Model



Strategy Formulation



Strategy Execution

