

| 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



Paramount Challenges



Strategic Choices

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

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



Required Capabilities



Value Propositions

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

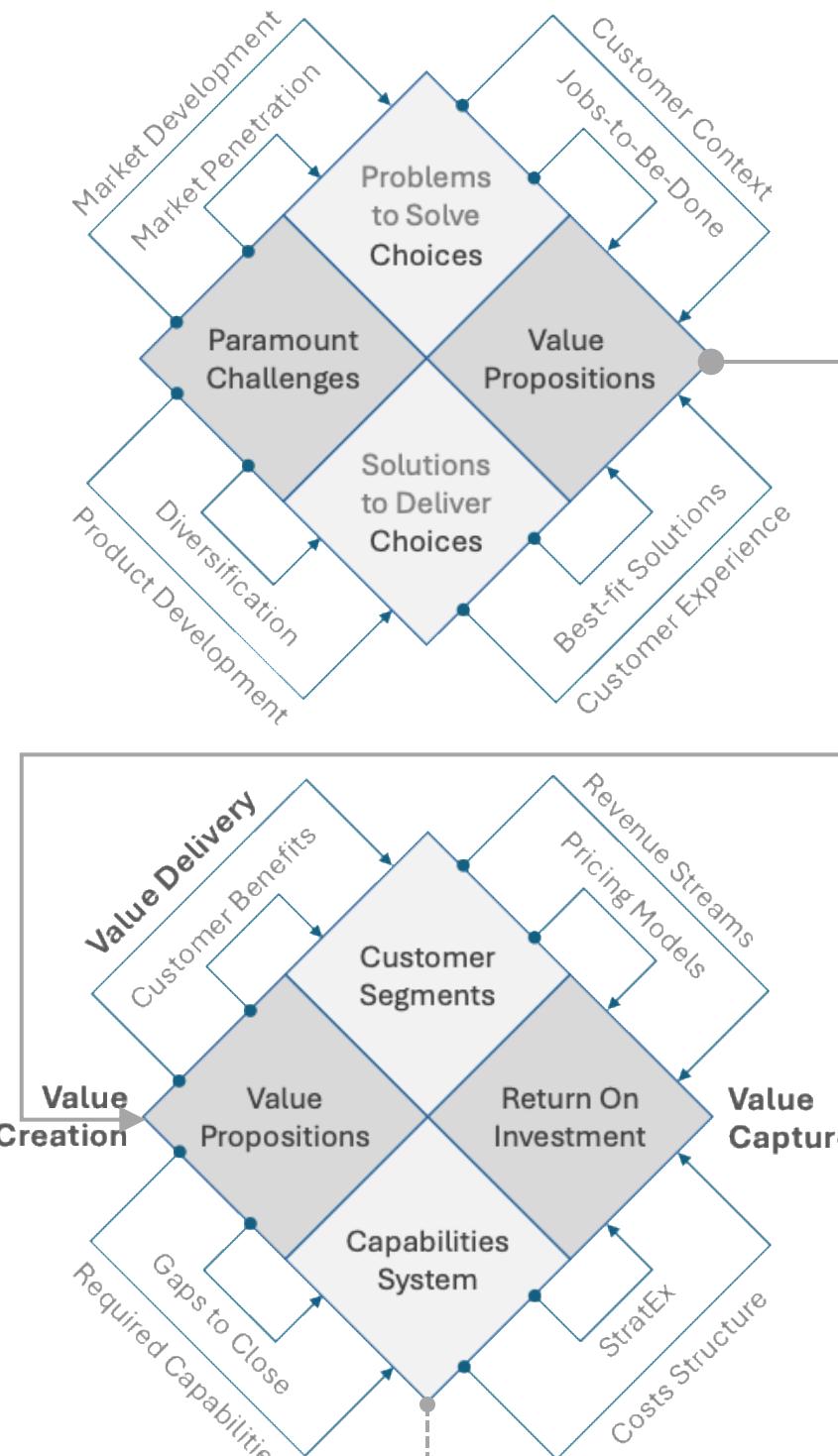
Success formulas for translating our choices into market reality, by fitting customers benefits with our profitability



... 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)



Strategy Formulation



Strategy Execution

