

Smart strategy board

Purpose Panel

Purpose: What is our purpose? (Mission Statement)

Ambition: What is our ambition? (Vision Statement)

Customer Panel

Target market: What customers do we target?
(Segment, market, region, niche, channels, etc.)

Value Proposition: What do we offer to our customers?
(Quality, price, innovation, relationship, service, etc.)

Operations Panel

Partners: Who are our key partners we need to maintain relationship with? (Suppliers, distributors, communities, etc.)

Core Competencies: What internal processes do we have to excel at? (Generate demand, develop products & services, generate demand, fulfil demand, regulatory & Social, etc.)

Customer Panel

Finance Objectives:
How will we deliver financial results?

(Revenue, profit and cash generation, shareholder value)

(Cost, productivity, efficiency)

Customer Panel

Competition factors and Risks:
What is threatening our success?

(Market, competition and customer risk)

(Operations risk)

(Financial Risks)

(IT Risks)

(People Risks)

Resource Panel

IT Systems and Data:
What are the key IT systems and data deliverables?
(Systems, networks, data sources, etc)

Infrastructure:
What are the key infrastructure deliverables?
(Property, machinery, land, ect.)

People & Talent:
What are the key people and talent deliverables?
(Recruit, develop, retain, engage, etc.)

Culture Values, Leadership:
What are the key culture and leadership deliverables?