

The CSI Essential Guide to Strategy

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November 2019

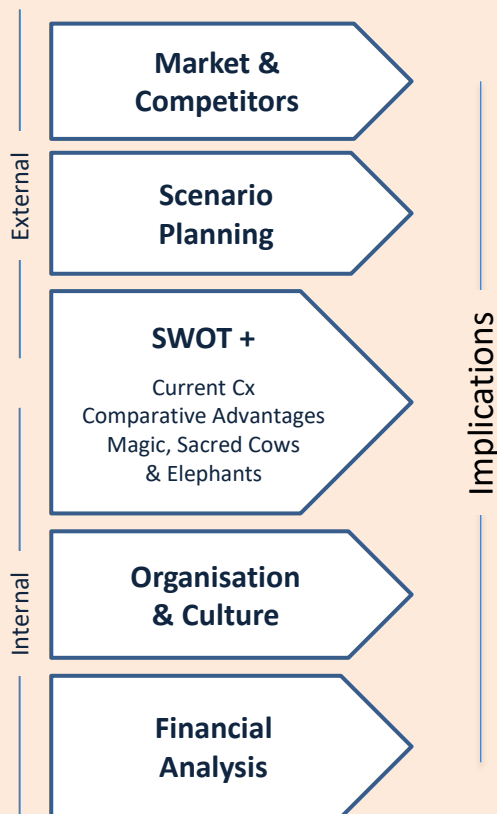


A successful strategy ...

- is anchored in reality
- is customer-centric
- is aspirational yet achievable

- is clear and compelling
- includes numbers and narrative
- includes execution

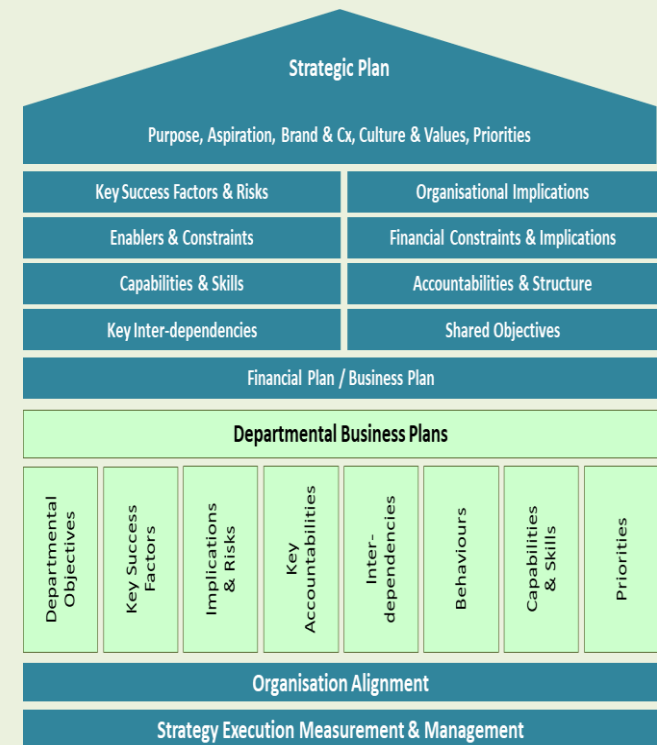
1 Analysis



2 Strategic Plan



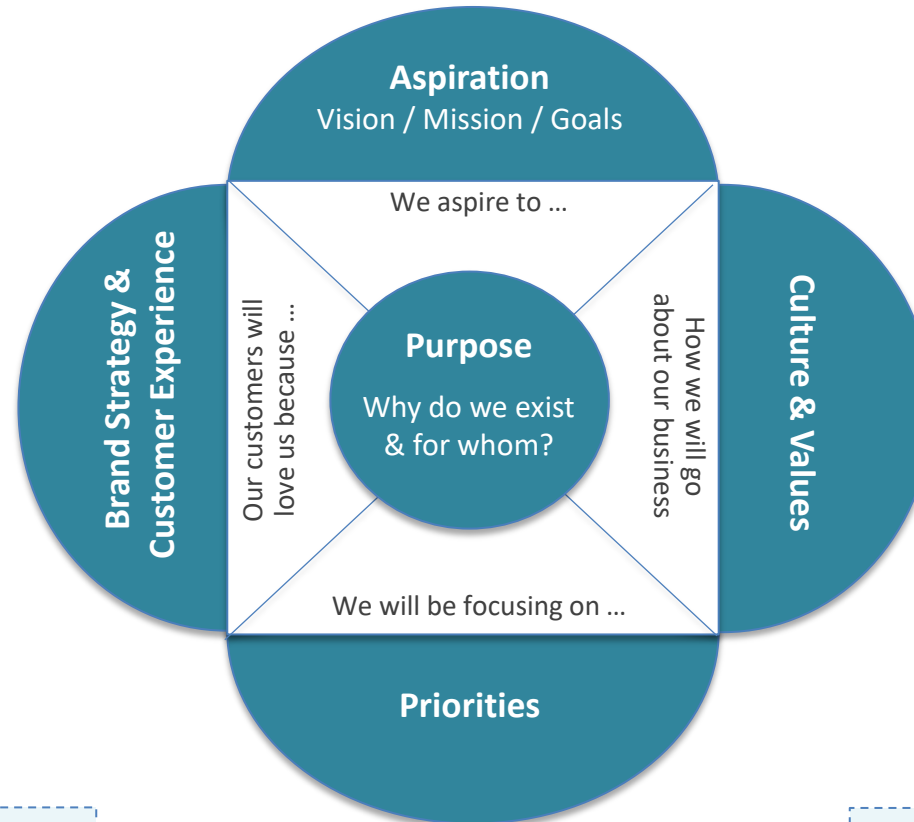
3 Execution



“Clarity is the most important thing. If you are not clear, nothing is going to happen.” Diane von Fürstenberg

- Type of company we want to be
- Size of company we want to be
- Benefit to customers, industry, society

- Today’s Brand Perception & Cx
- Tomorrow’s Brand Perception & Cx
- How we will fill the gaps
- Propositions, Channels & Service
- Key differentiators



- Today’s culture & values
- Tomorrow’s culture & values
- Today’s leadership behaviours
- Tomorrow’s leadership behaviours
- How we will fill the gaps

NB: Purpose must be based on:

- What do we do?
- What makes us special?
- Our core ethos / philosophy
- Customer needs, wants & aspirations

- Do the basics well
- Quick wins
- Key actions for the long term
- Success metrics

Key questions at every stage:

- Key Success Factors
- Obstacles / Challenges to Success
- Organisational implications
- Financial Constraints & Implications

A robust **strategy execution plan** is critical to enable every department to work together to deliver the outcomes that the business requires.

