

Strategy

Faux Strategy

*we have many of the ingredients,
but are missing the core*



General Management

“running the business”



Bold

Objectives, Goals & Targets



Big Spend

on Programs & Projects



Operational Improvements



Long-term Plans

across Portfolios & Programs



Core

Products, Platforms, Brands

The Great Myth

*Strategy is about long-term plans
and envisioning a “better future”*

Strategy is...

coherent
choices and
actions

in response to
a **critical** set of
circumstances

to **win**, through
a unique and
valuable market
positioning

Strategy is about **what are we going
to do now/next** so that we **shape
the future to our advantage**

When we understand and do strategy (right) we:

recognise we have finite resources amidst
competitive forces



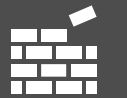
are willing to make uncomfortable
decisions and trade-offs



focus on what is most critical and
coordinate with precision to amplify
market impact



make coherent choices that lead to
cohesive and decisive actions



are positioned to win – because we have a
unique and sustainable market approach

