

# Strategic Themes Summary - Example

*Draft summary of key insights and directional themes.*

<b>Context</b> <i>Summarize the current landscape as you see it.</i>	<b>Key insights</b> <i>Capture the 4-6 major truths or patterns you've discovered.</i>	<b>Strategic Themes</b> <i>Use 3-5 named themes – short, memorable, action-oriented phrases.</i>
<p><b>Prompts:</b></p> <ul style="list-style-type: none"> <li>• What's the current business context?</li> <li>• What's working well and should be preserved?</li> <li>• What challenges or opportunities have emerged from your 60-day review?</li> </ul> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• "Over the past 60 days, I've met over 40 people across functions and reviewed five years of performance data.</li> <li>• The company's core strength lies in customer intimacy and innovation speed, but operational complexity and unclear decision ownership are slowing us down."</li> </ul>	<p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Decision-making is overly consensus-driven, creating execution drag.</li> <li>• The customer experience is strong, but consistency across regions is weak.</li> <li>• We have great people but lack a shared performance rhythm.</li> <li>• Our growth ambitions outpace current systems and processes.</li> </ul>	<p><b>Examples:</b></p> <p><b>Focus on Fewer, Bigger Bets</b></p> <ul style="list-style-type: none"> <li>• Simplify priorities and resource allocation to drive meaningful outcomes instead of fragmented initiatives.</li> </ul> <p><b>Build the System to Scale</b></p> <ul style="list-style-type: none"> <li>• Strengthen structure, process, and accountability to enable sustainable growth.</li> </ul> <p><b>Empower the Frontline</b></p> <ul style="list-style-type: none"> <li>• Push decision-making closer to customers to improve speed and ownership.</li> </ul> <p><b>One Culture, One Rhythm</b></p> <ul style="list-style-type: none"> <li>• Align leadership behaviors, meetings, and communications to reinforce shared norms and performance cadence.</li> </ul>

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# Implications & Next Steps - Example

## Implications

So what? Briefly outline what these themes mean for people, structure, and focus areas.

Prompts:

- What changes might these themes require in the next 3–6 months?
- What risks or dependencies exist?
- Where will early wins build momentum?

Example:

"To act on these themes, we'll need to revisit decision rights within the leadership team and strengthen mid-level accountability. Early wins will focus on reducing approval bottlenecks and clarifying cross-functional ownership."

## Next 90 Days - Priority Actions

Focus Area	Priority Action	Owner / Timing
Ex: Decision Clarity	<i>Map decision authorities for top 5 recurring issues</i>	Leadership Team – Next 30 days
Ex: Team Capability	<i>Launch peer coaching sessions for new managers</i>	HR – Next 60 days
Ex: Operational Efficiency	<i>Define "stop doing" list with key departments</i>	All functions – Next 90 days

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