



# Golden Oldies

*Tales from the Vault*

*From 1994: “Strategic Initiatives Mapping”*

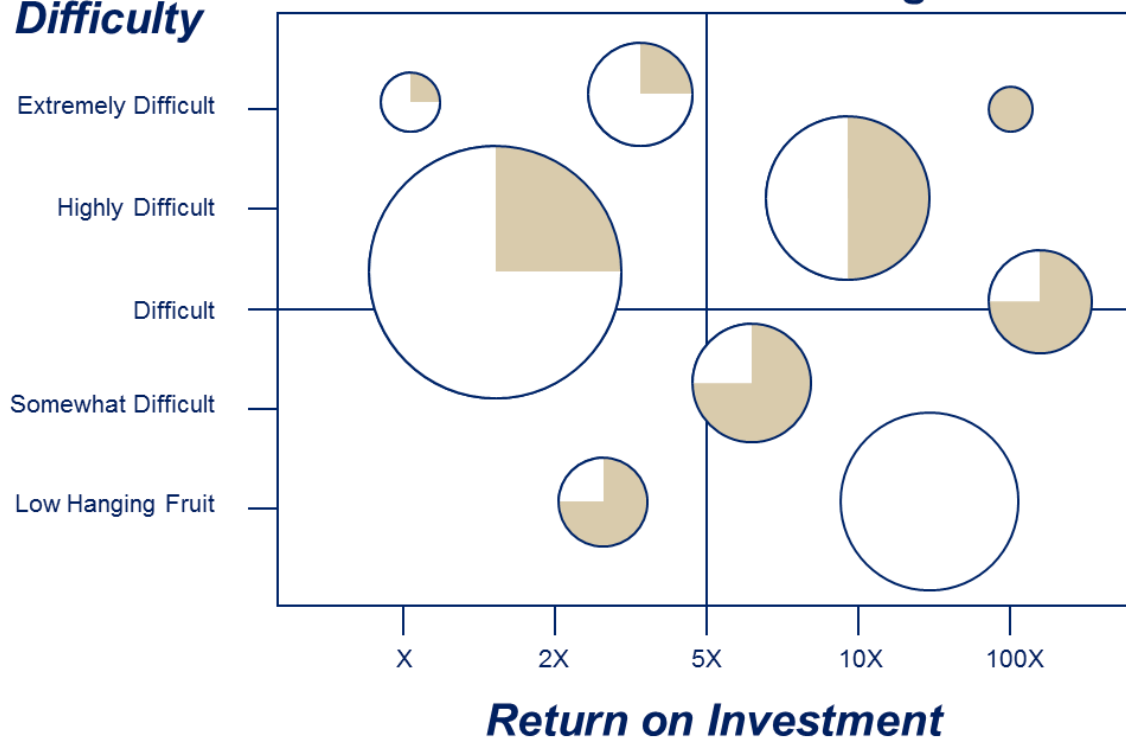
*Rowland Chen*

(3)<sup>3</sup>

# A Four-Dimensional Map Drives Debate on Prioritization and Sequencing of Strategic Initiatives

**Degree of Difficulty**

## Initiatives Portfolio Management



X = Corporate Average Weighted Cost of Capital

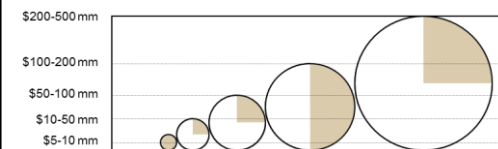
**Example:  
Automotive OEM**

## KEY

### Strategy Alignment

- Opposes Strategic Intent
- Interferes with Strategic Intent
- Aligns with Strategic Intent
- Enables Strategic Intent
- Integrates with Strategic Intent

### Projected Annual Economic Impact (Diameter)



**“Which initiatives to pursue?”  
is not an easy question to answer.**