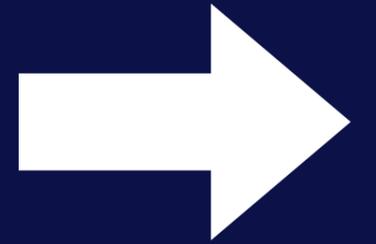
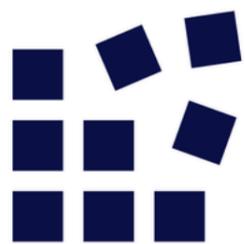


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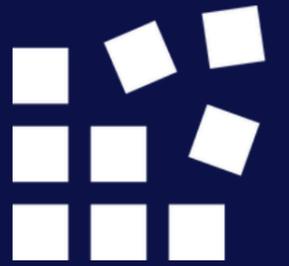


Features of good business strategy [and 5 red flags]



Building Strategy

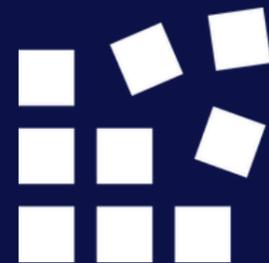
1



Based on analysis that identifies market gaps and opportunities, and evaluates internal capabilities and capacity.



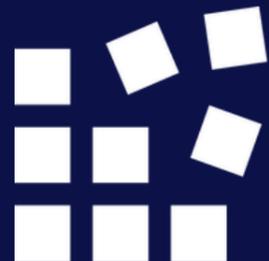
2



Creates a common understanding of the 'why' behind the strategic direction.



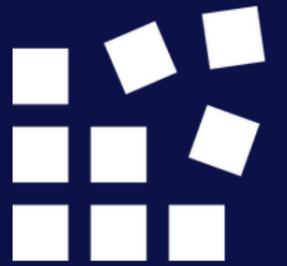
3



Considers what the whole organisation will need to enable implementation.



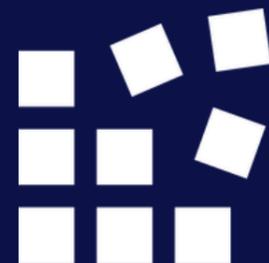
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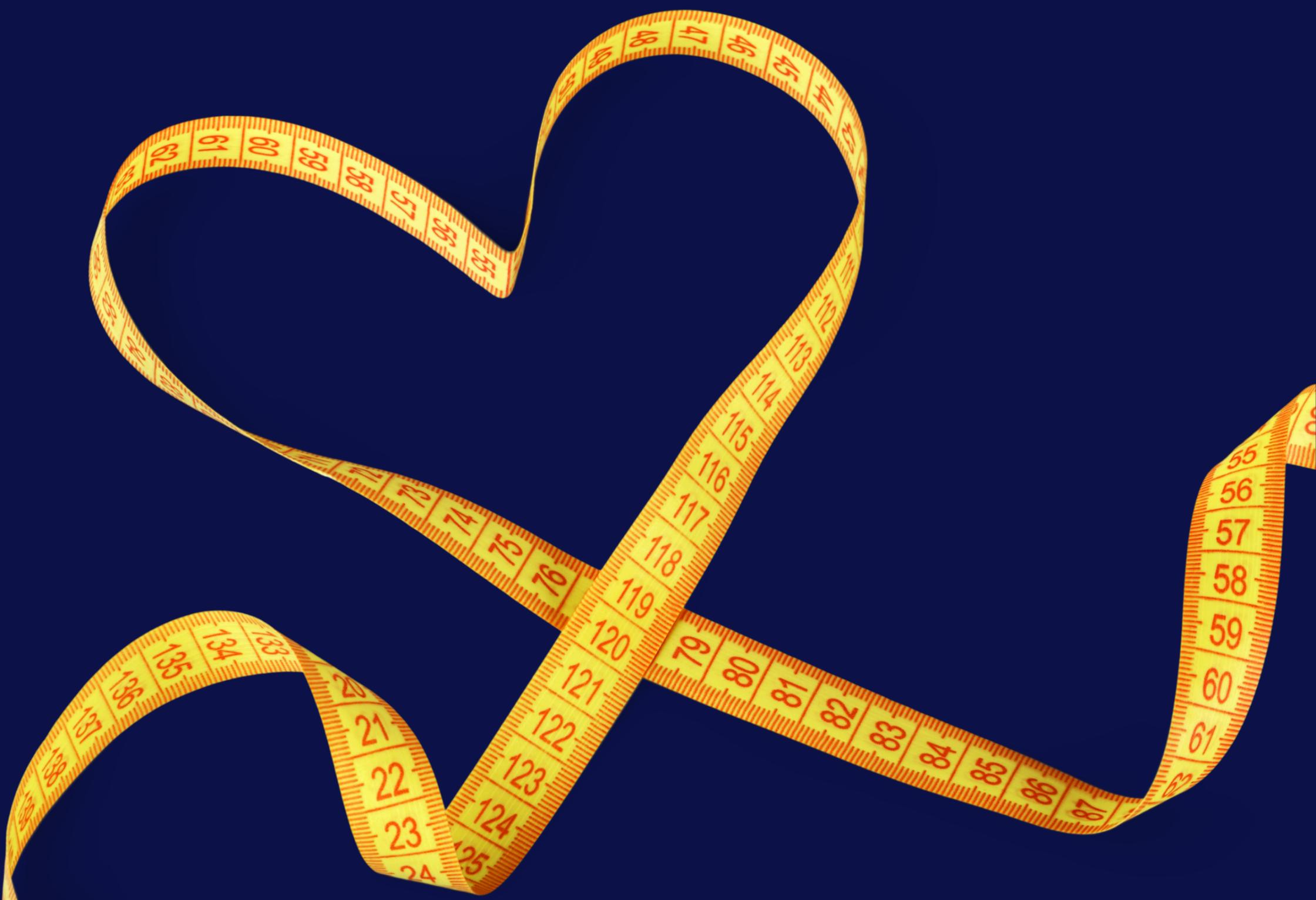
Focuses and prioritises effort and resources clearly across the whole business.



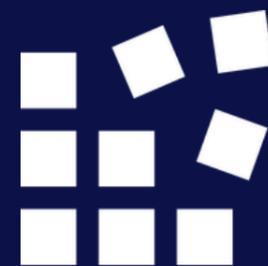
5



Has specific and measurable objectives.



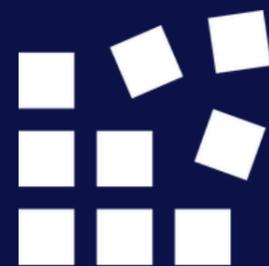
6



Measures what delivers genuine competitive advantage (i.e. quality, competency, ESG, cost efficiency), not just financial performance.



7



Balances the strategic focus across people/culture, operations, financial performance and customers/clients equally.



5 Red flags



It doesn't identify your key challenges and opportunities.



It is based on opinion not analysis.

[Probably created in staff workshops]



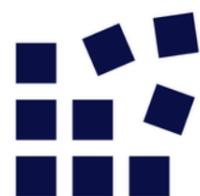
It uses buzzwords and rhetoric so feels more like vision and values.



It only defines financial performance.



Its objectives are so vague they cannot be measured.



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