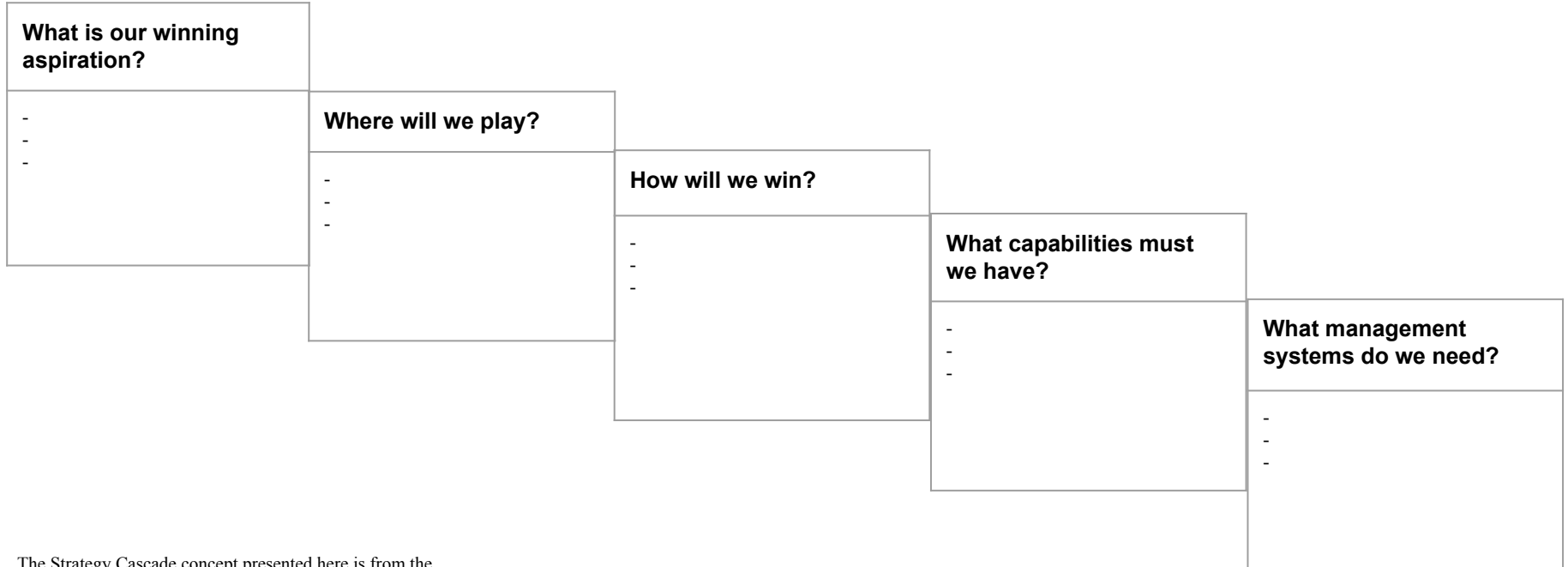


Strategy Choice Cascade

Strategy is making choices that are different than the competition that allow us to win over a sustained period of time.

The items below reflect the choices that allow us to win using our strategy. They are not an index of all important activities in our business. They are items that individually or in the aggregate are meaningful and significantly different than the choices of our competition that will allow us to achieve our winning aspiration.



The Strategy Cascade concept presented here is from the book *Playing to Win* written by A.G. Lafley.

**What is Our Winning
Aspiration?**

1. X
2. Y
3. Z

What Does This Mean?

-

Where Will We Play?

1. X
2. Y
3. Z

What Does This Mean?

-

How Will We Win?

1. X
2. Y
3. Z

What Does This Mean?

-

**What Capabilities Do We
Need?**

1. X
2. Y
3. Z

What Does This Mean?

-

**What Management
Systems Do We Need?**

1. X
2. Y
3. Z

What Does This Mean?

-