

ABCs OF STRATEGY™

THE A-Z ESSENTIALS FOR WINNING TODAY AND TOMORROW.

CLARITY. FOCUS. CHOICES. ADVANTAGE. RESULTS.

A ALIGNMENT



Ensure strategy aligns with purpose, values, and long-term objectives.

B BIG PICTURE THINKING



See the whole landscape and connect the dots.

C CUSTOMER INSIGHT



Deeply understand customer needs, behaviors, and unmet needs.

D DIFFERENTIATION



Choose to be different in ways that matter most.

E ENVIRONMENTAL AWARENESS



Anticipate trends, shifts, risks, and external forces of change.

F FOCUS



Prioritize what matters most. Say no to distractions.

G GOAL SETTING



Set bold, clear, and measurable goals that inspire action.

H HYPOTHESES TESTING



Challenge assumptions and test strategic bets.

I INNOVATION



Create and embrace new ideas, models, and solutions.

J JOINT VALUE CREATION



Build partnerships that create mutual and enduring value.

K KEY RESOURCES



Identify and leverage the resources that drive advantage.

L LEVERAGE



Maximize impact by leveraging strengths and strategic assets.

M MARKET POSITIONING



Own a distinctive position in the minds of your target market.

N NETWORKS



Cultivate relationships and ecosystems that amplify opportunity.

O OPTIONS THINKING



Explore multiple paths and keep strategic options open.

P PORTFOLIO MANAGEMENT



Balance and optimize your portfolio of initiatives.

Q QUESTION BOLDLY



Ask the right questions to unlock better answers.

R RISK INTELLIGENCE



Identify, assess, and turn risks into strategic advantages.

S SCENARIO PLANNING



Prepare for multiple futures and uncertainty with confidence.

T TRADE-OFFS



Make clear choices by understanding what you give up to win.

U UNIQUE VALUE PROPOSITION



Articulate the unique value you deliver consistently.

V VISION



Define an inspiring future that guides every decision.

W WINNING MOVES



Choose a set of strategic moves that create sustainable advantage.

X EXECUTION EXCELLENCE



Translate strategy into action and deliver results relentlessly.

Y YIELD MAXIMIZATION



Drive superior returns and maximize long-term value creation.

Z ZERO-BASED THINKING



Challenge everything. Build strategy from zero.

STRATEGY IS CHOICE. DISCIPLINE. ADVANTAGE.

A strong strategy doesn't just plan for the future—it shapes it. Make the right choices today to create a tomorrow worth winning.

Think Long-Term. Act Decisively. Win Consistently.

REMEMBER:

- ✓ Clarity creates focus.
- ✓ Focus drives choices.
- ✓ Choices create advantage.
- ✓ Advantage delivers results.
- ✓ Results build legacy.



THE STRATEGIC MINDSET



THINK CRITICALLY
Challenge assumptions. Seek truth.



DECIDE BOLDLY
Courage to choose. Discipline to stay the course.



ADAPT CONTINUOUSLY
Learn fast. Adjust faster. Stay ahead.



DELIVER RESULTS
Execution turns strategy into impact.



LEAVE A LEGACY
Build something meaningful and enduring.