

Strategy Development and Execution

Setting the direction of an organization is an essential function of leadership. One important tool to set direction is the development and execution of organizational strategy. Our methodology spans the full spectrum from the initial steps of preparing for strategy formulation to execution. Following is a summary of the steps we recommend:

1. **Scan** external and internal environments.
Identify what current realities could affect future opportunities.
2. **Articulate** the organization's mission and values. Describe in a precisely meaningful way the unique purpose and the beliefs that drive behaviours.
3. **Assess** the current reality in the context of mission and values. Summarize the issues that must be confronted.
4. **Vision** the future – imagine and think through what is possible.
5. **Define** the specific goals, priorities and actions necessary to achieve the vision.
6. **Align** the people and resources to the mission, and through thoughtful planning, **Execute**.
7. **Measure** progress, course correct and celebrate success.
8. **Adapt** on an ongoing basis, staying focused on vision, mission and values.

