

OVERVIEW CHART: The Strategy Design Toolbox

OVERVIEW PLATFORM: orientate & connect



Perspective 1:
Creating
Orientation



Perspective 2:
Understanding
Developments



Perspective 3:
Reflecting
Positions



Perspective 4:
Designing
Advantages



Perspective 5:
Engaging
People



Perspective 6:
Realizing
Value



Perspective 7:
Navigating
Success

DETAIL PLATFORM: analyze & create

1.1



What is our vision
and mission?

2.1



Which dynamics
shape the environment?

3.1



What is key to be a
competitive player?

4.1



How do we satisfy
customers?

5.1



How can we develop
an innovative team?

6.1



How can we develop
the organization?

7.1



How can we capture
financial value?

1.2



What are our values?

2.2



What drives the
rules of the game?

3.2



Which opportunities &
threats are relevant?

4.2



How do we address
market segments?

5.2



How can we establish
powerful partnerships?

6.2



What is the roadmap
for implementation?

7.2



How can we control
our objectives?

1.3



What is our promise
to stakeholders?

2.3



How do markets
develop?

3.3



Which strengths and
weaknesses are relevant?

4.3



Which activities
create our offer?

5.3



How can we use the
power of networks?

6.3



How much money
do we need?

7.3



How can we
manage risks?

1.4



What are our
objectives?

2.4



What are possible
scenarios?

3.4



How can we improve
our position?

4.4



Which key resources
do we need?

5.4



How can we manage
promoters/opponents?

6.4



How can we
win investors?

7.4



How can we learn &
get out of thinking boxes?

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