

STRATEGY MAP



Identification of Game Plan to reach long term visionary direction via strategic objectives which are defined in cause & effect relationship

In order to be successful in the business world where competition is always at the highest level, companies need to put forward their value-creating activities, define their strategy correctly, highlight their differences and ensure alignment between all departments.

A large number of companies have difficulties in creating, adopting and following the strategy. The strategy should be the common denominator that everyone participates and embraces, but statistics show that many strategies fail because of lack of communication, poor understanding and incorrect execution.

According to research from Fortune;

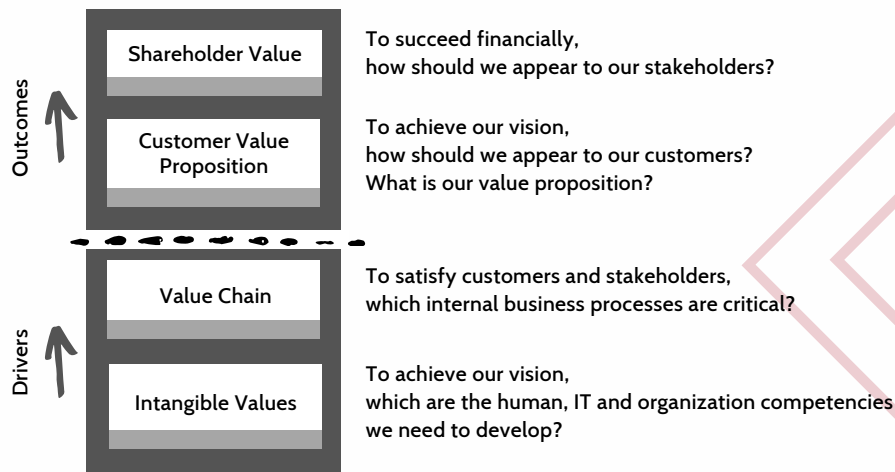
- 70% of strategy failures are due to lack of execution.
- Only 10% of well-prepared strategies are well executed.
- 95% of employees do not understand the company's strategy.
- 86% of managers spend less than 1 hour per month to discuss the strategy.
- 70% of firms do not encourage mid-level managers for a better strategy.
- 60% of firms do not match the strategy to the budget.

Strategy is not best forecasting the future, instead a set of actions taken today to carry us to a position where we want to be in the future.

Strategy defines what to do and what not to do. Therefore there is always a trade off.



Company's "Value Creation" mechanism

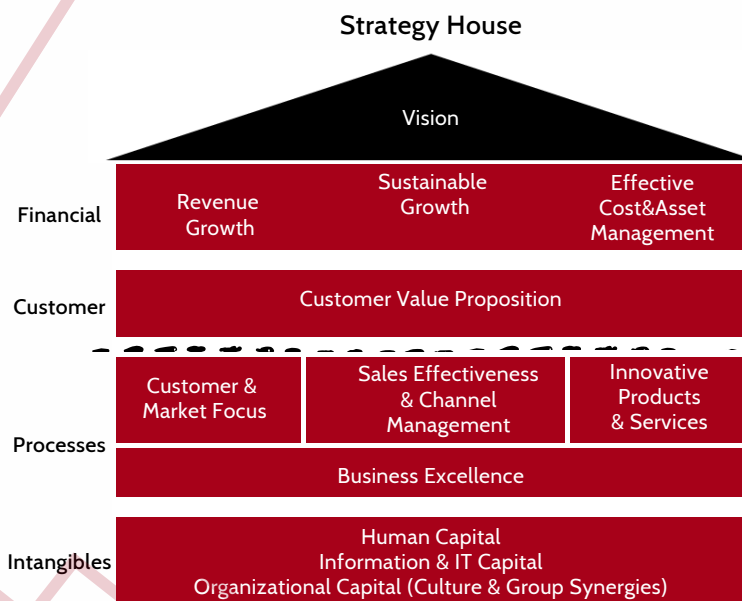


Strategy Map is a guiding tool for organizations to act according to their strategies and provides a visual representation of an organization's overall objectives and how they relate to each other on one page.

Strategy Map defines Company's value creating mechanism with a cause&effect relationship between outputs and drivers and organized by four perspectives;

- o Finance - Growth engines and effective cost management
- o Customer - Our value proposal to customer and how we differentiate ourselves in competition
- o Processes - Critical processes and way of doing business organized in themes
- o Learning & Growth - Intangibles such as human capital, information capital and organizational capital

The first two perspectives can be defined as "what do we want to achieve", while the following two are more about "how we can achieve it."



As Execution Partners; we help you to design your Game Plan holistically, identifying key objectives to uncover gaps in your strategy before you start execution.

Strategy Map describes the story of your organization's strategy on a single page with focus on the most critical objectives.

It is designed top-to-bottom, execution is realized bottom-to-top. Therefore it is an iterative process.

Strategy Map also helps to display how intangible company resources, including employee knowledge and customer relationships, generate strategic value.

As an agile organization, you can test your hypothesis and revise your Strategy Map accordingly.