

Strategy Mapping

September 6, 2006

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Nice Guy

**Workshop
Facilitator**

**MBET
Design**

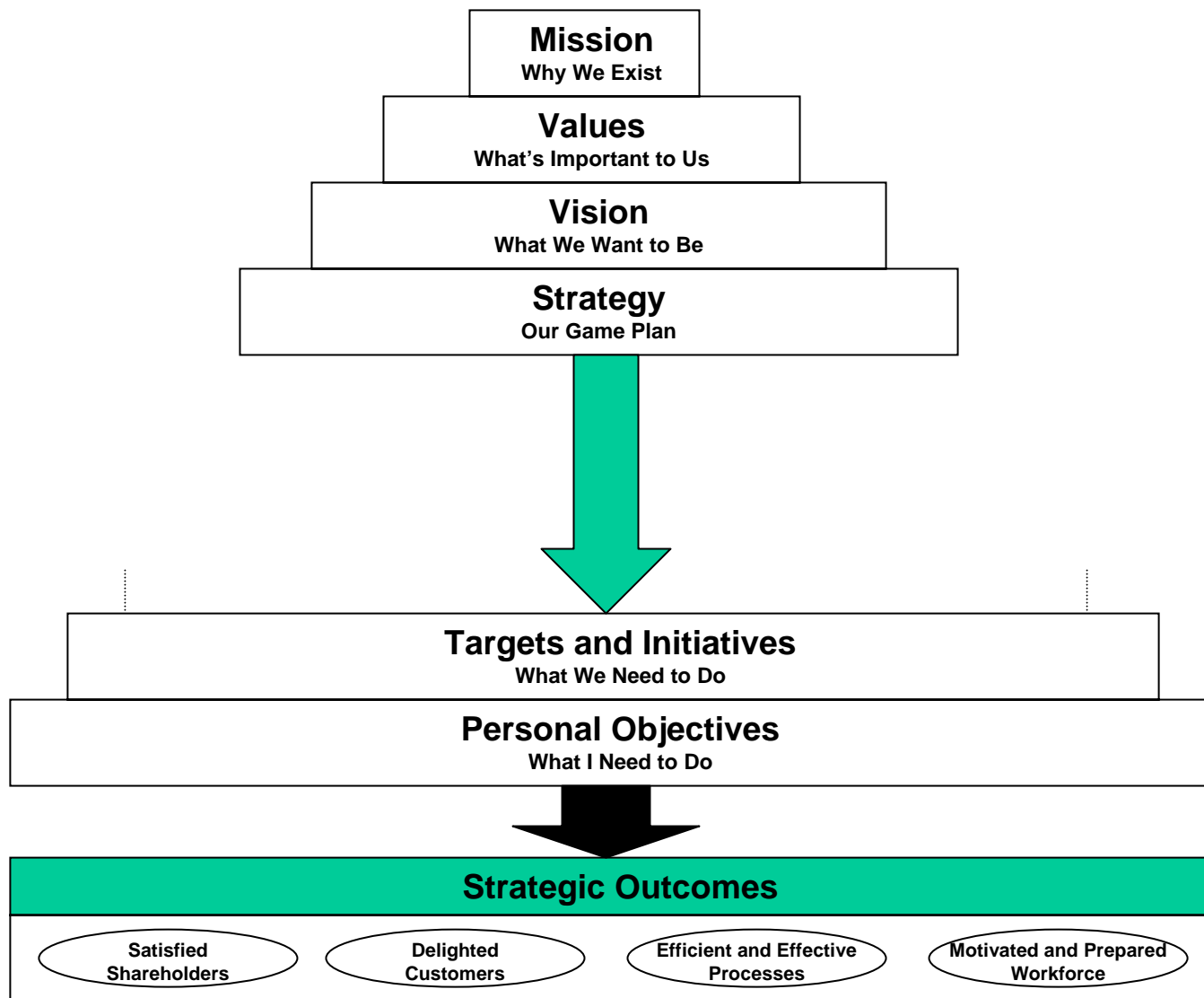
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Author

Triathlete

A Traditional View of Strategy Deployment



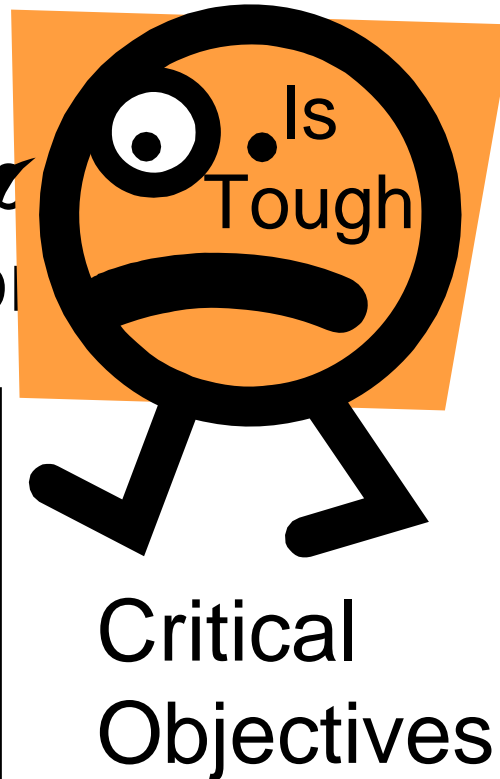
Strategy Deployment

Cascading the Corporate Mission/Vision

into

Actionable
Behavior

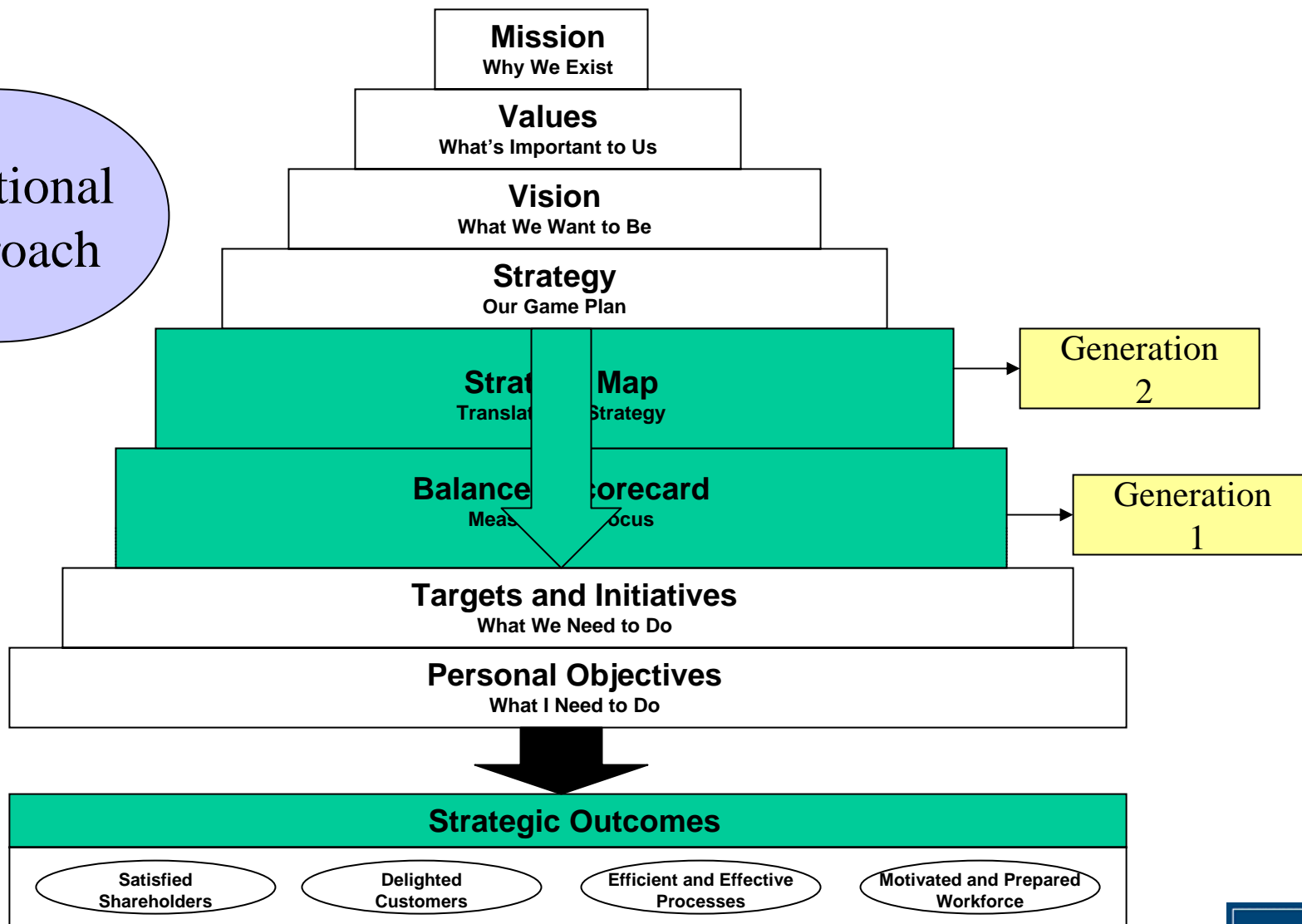
that
achieve

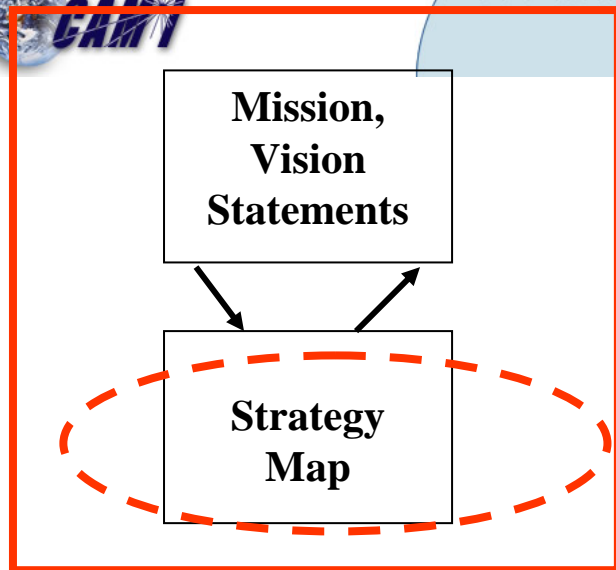


Adapted from: Franklin Covey

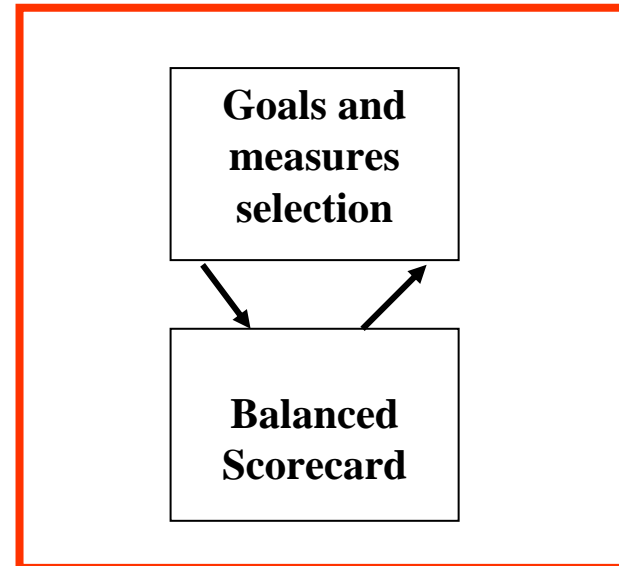
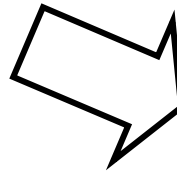
Strategy Deployment

Traditional
Approach

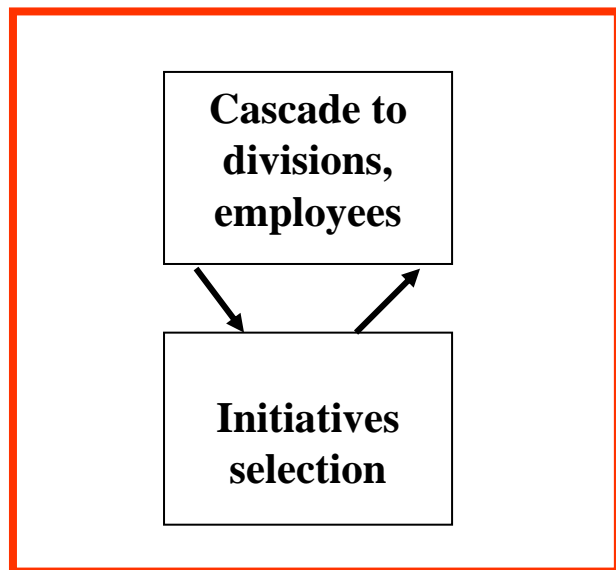
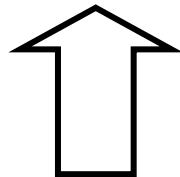




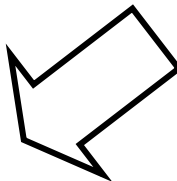
•Communicate strategy map, next steps



•Validate strategy
•Integrate with budget



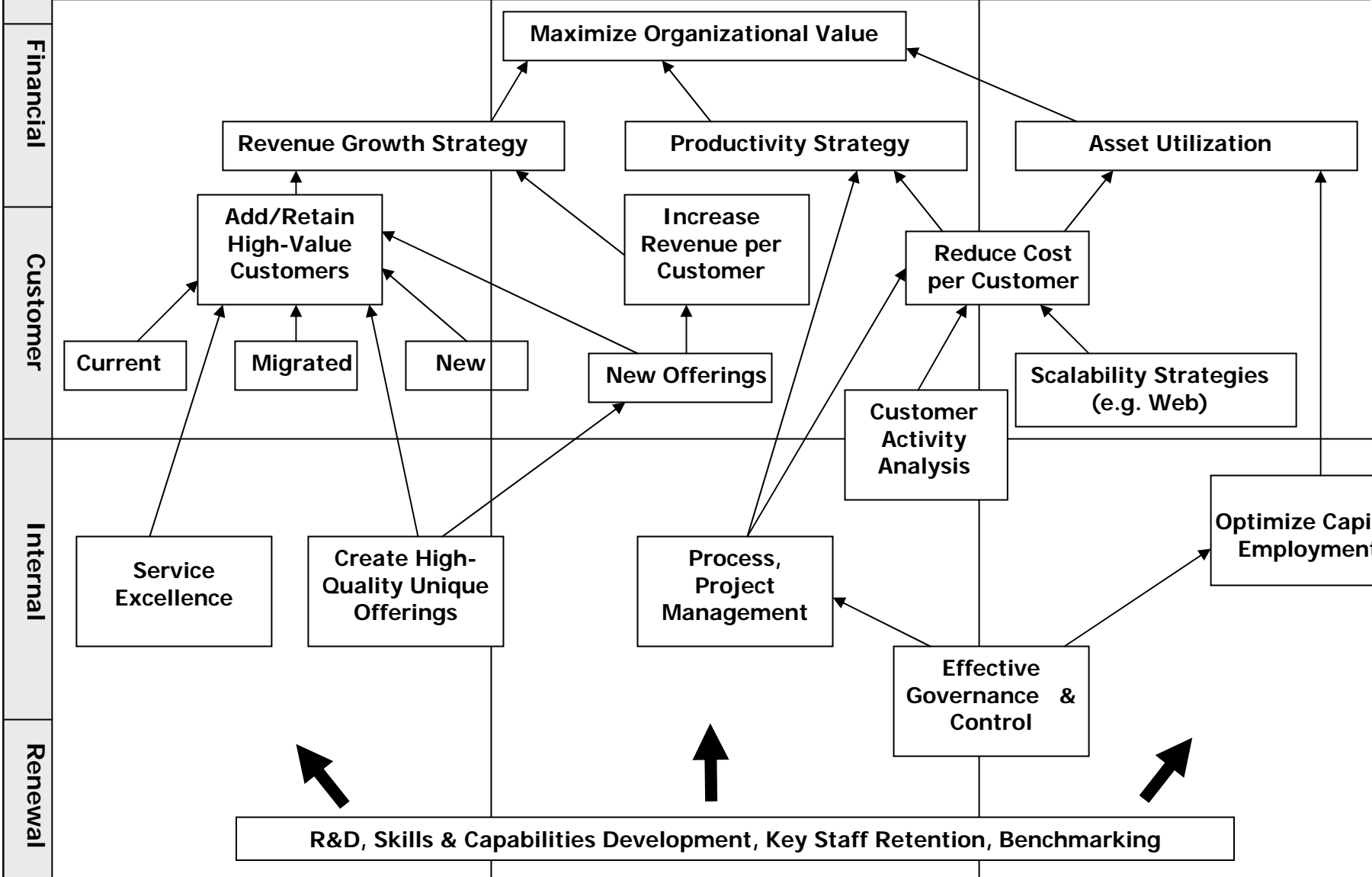
•Communicate balanced scorecard, next steps





The Strategy Map: What Does It Look Like and How Does it Work?

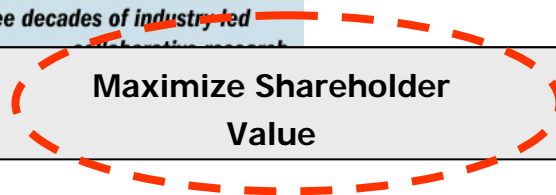
	Generic Strategy Map Architecture
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Strategy Mapping – The Steps

1. Choose the overriding objective
2. Select appropriate value proposition
3. Determine/define general financial strategies to follow
4. Determine customer-focused strategies
5. Decide how internal processes will support execution of strategies chosen
6. Implement the skills/capabilities and employee programs that are required to achieve strategy

Step 1: Choose the Overriding Objective



Maximize Shareholder
Value

Financial



Customer



Internal



Renewal

Step 2: Choose your ‘Value Proposition’

Value Propositions

- The company that tries to achieve everything ultimately achieves...
- LEAD industry in ONE value proposition
- Meet standards in other two (don't abandon)
- Competitive advantage results

Value Propositions con't

The 3 general value propositions:

1. Customer intimacy
2. Product leadership
3. Operational excellence

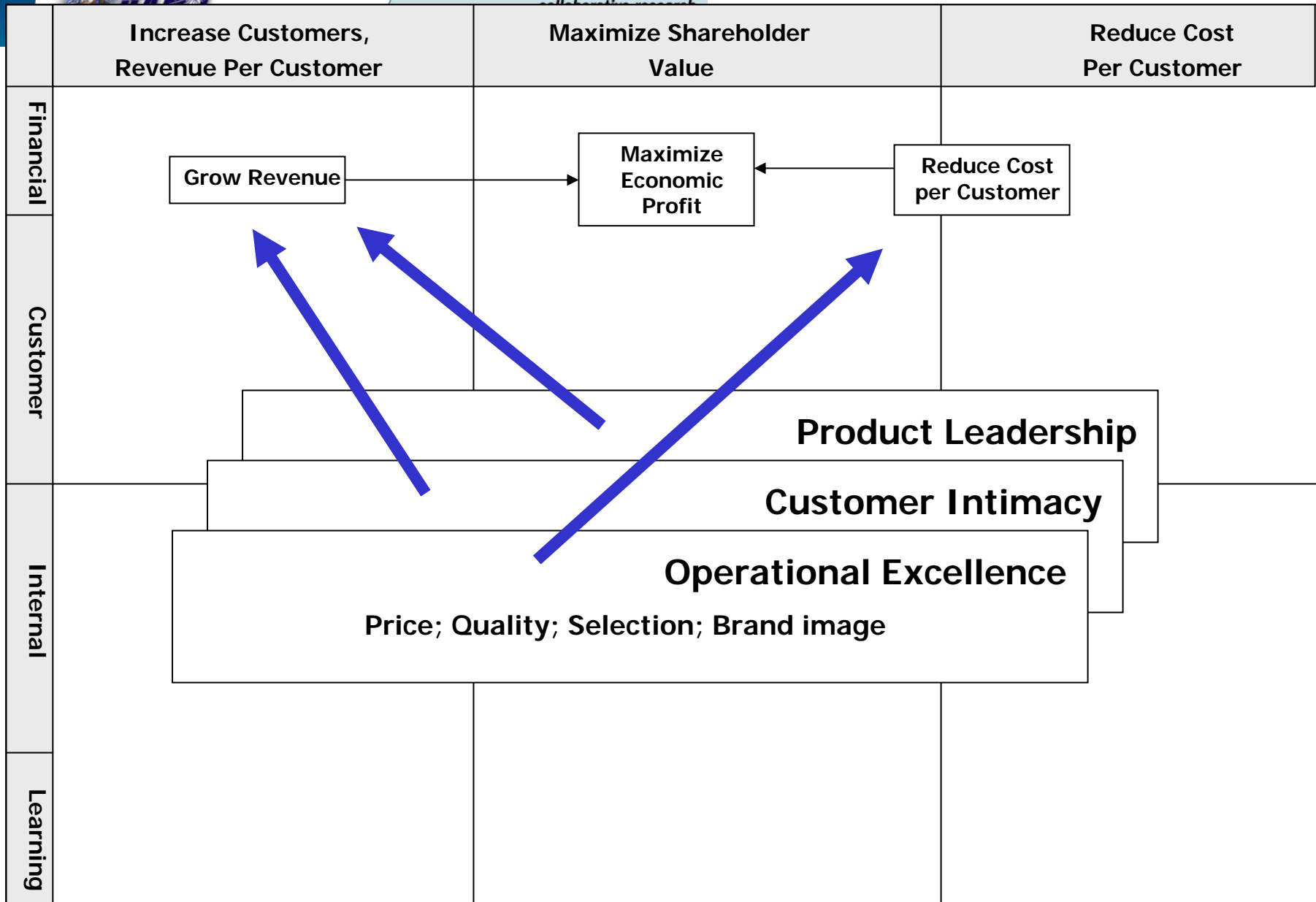


*Over three decades of industry-led
collaborative research*

On a strategy map...

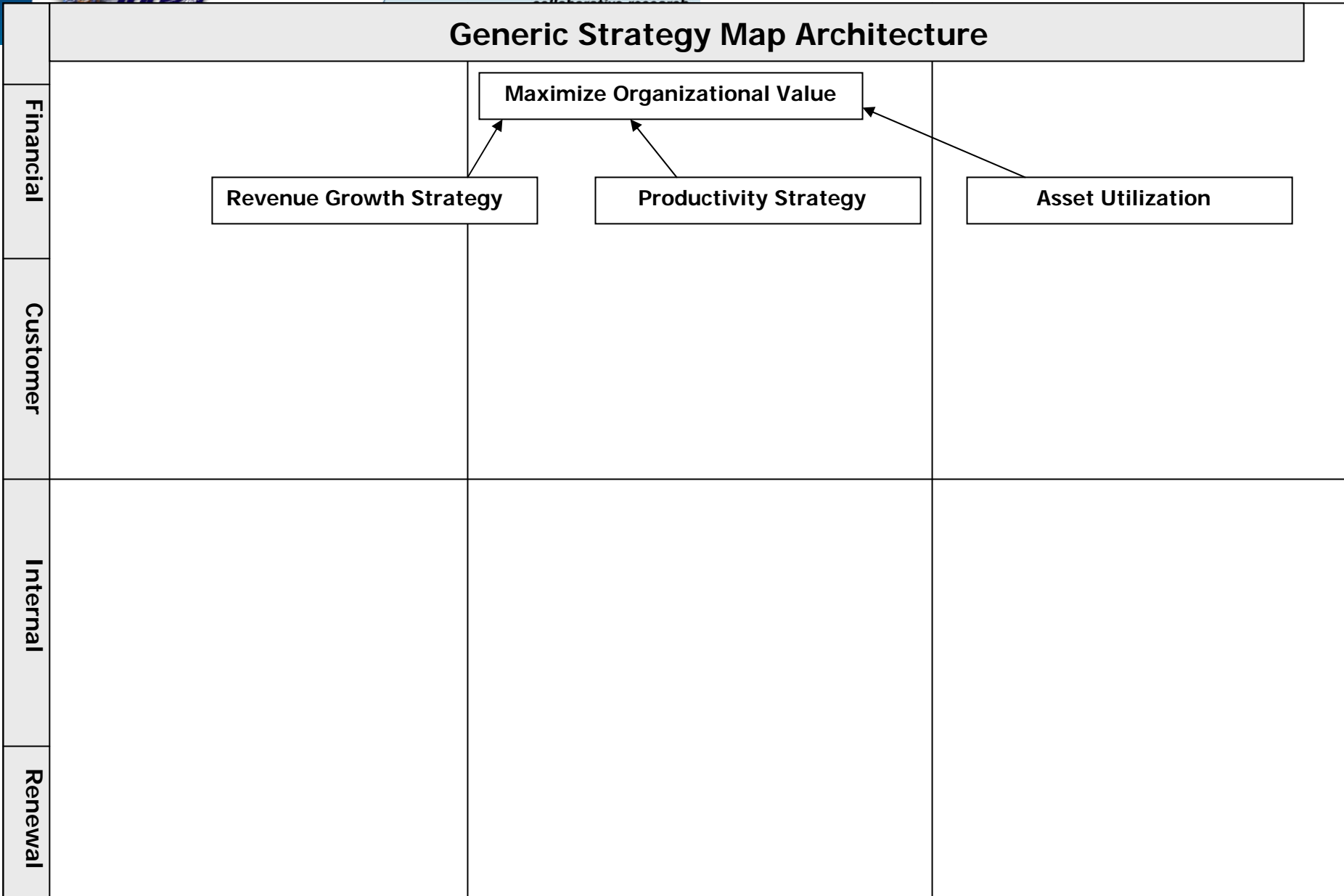


Over three decades of industry-led collaboration



Step 3: Choose the General Financial Strategies

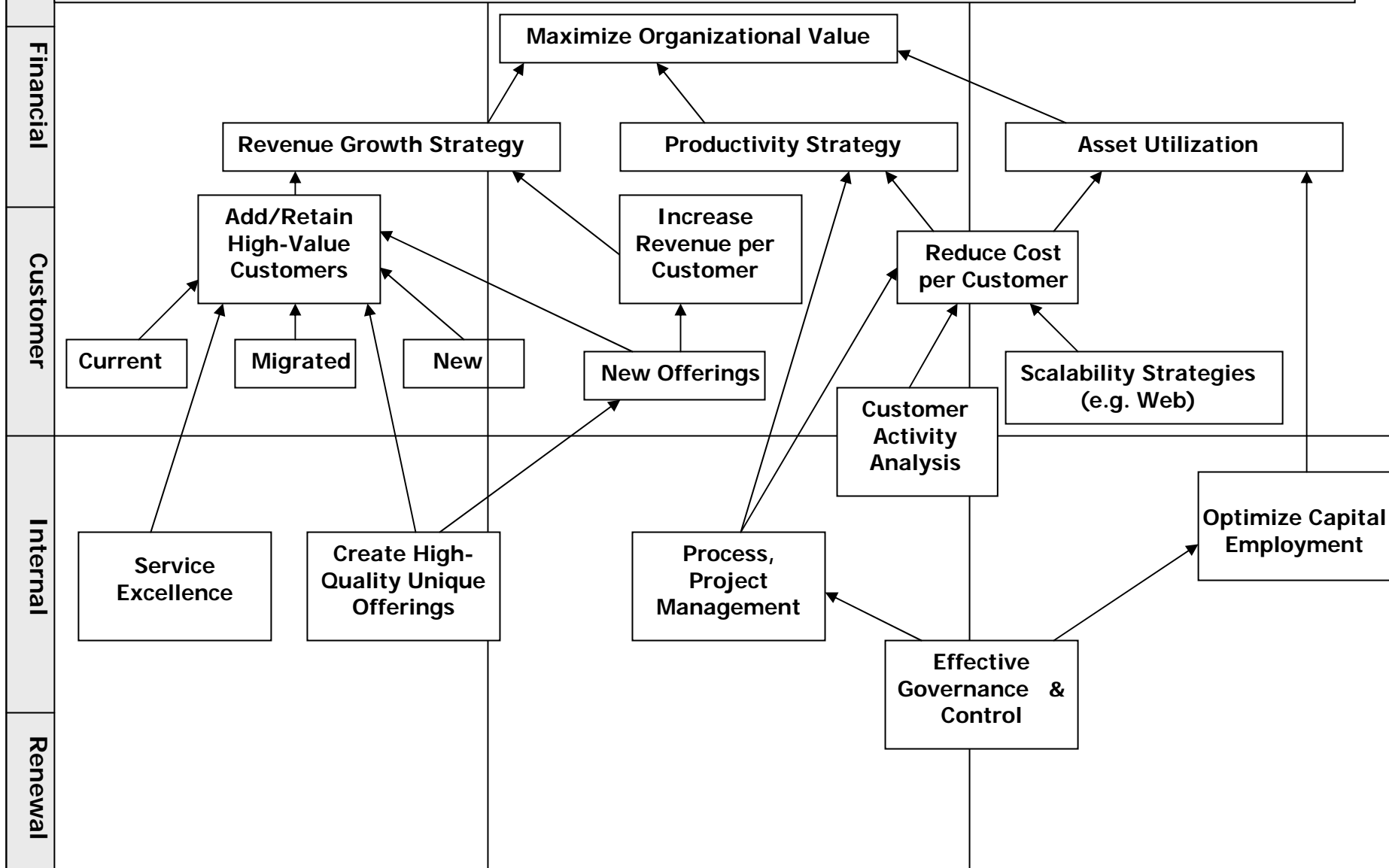
Generic Strategy Map Architecture



Step 4: Determine Customer-Focused Strategies

Step 5: Determine Internal Strategy Execution

Generic Strategy Map Architecture



Step 6: Choose the Renewal and Employee Dimension Initiatives

Generic Strategy Map Architecture



Strategy Mapping MAG

- Due out in November
- Focus on six steps (rich in examples)
- Also discusses:
- Cascading
- Integrating SM with other initiatives (budgeting, ABC, JIT, etc.)
- Looks at three real case studies

Questions?

Master of Business, Entrepreneurship and Technology



*m*BET

The MBET Strategy Map

MBET Vision: To be an entrepreneurship program of local and international renown, where the exceptional talents of graduates in identifying, developing and commercializing breakthrough opportunities result in market-leading businesses.

