

**STEP 1**ESTABLISH THE CURRENT STATE OF  
YOUR COMPANYWHAT IS THE COMPANY'S  
CURRENT MARKET POSITION?WHAT IS THE COMPANY'S  
FINANCIAL SITUATION?WHAT ARE THE STRENGTHS &  
WEAKNESSES OF THE COMPANY?WHAT ARE THE OPPORTUNITIES &  
THREATS FACING THE COMPANY?**STEP 2**DEFINE THE COMPANY'S VISION,  
MISSION, & VALUESWHAT IS THE COMPANY'S LONG-  
TERM VISION FOR THE FUTURE?WHAT IS THE COMPANY'S  
MISSION STATEMENT?WHAT ARE THE COMPANY'S  
CORE VALUES & BELIEFS?HOW WILL THE VISION, MISSION & VALUES  
BE COMMUNICATED & IMPLEMENTED?**STEP 3**

CONDUCT A MARKET ANALYSIS

WHAT IS THE SIZE & GROWTH  
RATE OF THE MARKET?WHO ARE THE COMPETITORS  
IN THE MARKET?WHAT ARE THE TRENDS & CHANGES  
AFFECTING THE MARKET?WHAT ARE THE OPPORTUNITIES  
& THREATS IN THE MARKET?

# CLARIFYING YOUR BUSINESS STRATEGY

## STEP 4

IDENTIFY BUSINESS STRATEGY  
OPTIONS

WHAT ARE THE POTENTIAL STRATEGIC  
OPTIONS AVAILABLE TO THE COMPANY?

WHAT ARE THE BENEFITS &  
RISKS OF EACH OPTION?

WHICH OPTIONS ARE MOST ALIGNED WITH THE  
COMPANY'S VISION, MISSION, & VALUES?

HOW CAN THE COMPANY MITIGATE  
RISKS & CAPITALISE ON OPPORTUNITIES?

## STEP 5

EVALUATE OPTIONS & CHOOSE A  
BUSINESS STRATEGY

WHAT ARE THE KEY CRITERIA FOR  
EVALUATING THE STRATEGIC OPTIONS?

HOW DOES EACH OPTION PERFORM  
AGAINST THESE CRITERIA?

WHICH OPTION IS THE BEST FIT FOR THE  
COMPANY'S GOALS, STRENGTHS, & RESOURCES?

WHAT IS THE  
RECOMMENDED STRATEGY?

# CLARIFYING YOUR BUSINESS STRATEGY

## STEP 6

### DEVELOP AN ACTION PLAN

IDENTIFY THE GOALS &  
OBJECTIVES OF THE ACTION PLAN

IDENTIFY THE KEY INITIATIVES & ACTIVITIES  
NEEDED TO ACHIEVE THE GOALS

DEVELOP A DETAILED TIMELINE &  
BUDGET FOR THE ACTION PLAN

ESTABLISH A MONITORING &  
EVALUATION FRAMEWORK

## STEP 7

### MONITOR & ADJUST THE BUSINESS STRATEGY

WHAT METRICS WILL BE USED TO MEASURE  
THE SUCCESS OF THE STRATEGY?

HOW WILL PROGRESS  
BE TRACKED?

WHEN & HOW WILL THE BUSINESS  
STRATEGY BE ADJUSTED IF NECESSARY?

COMMUNICATE THE RESULTS &  
ADJUSTMENTS TO KEY STAKEHOLDERS