

SERVICE OFFERING

STRATEGY ON A PAGE

A KEY VALUE MANAGEMENT OFFERING TO UNDERSTAND & VISUALISE BUSINESS STRATEGY AS A SET OF LINKED AND MEASURABLE OUTCOMES.

OVERVIEW

Every organisation exists to deliver value to its stakeholders – be they customers, citizens, staff, shareholders. Our observations with many clients are that leadership teams are keen to look forward 2 or 5 years, undertaking typical “our business in the future” strategy exercises. There is a desire to set a vision/mission/goals, and to recognize that both minor and major change (even transformation) is needed to deliver the intended value. Strategy on a page is a way of expressing an organisation’s business strategy that aids in the visualisation, communication, prioritisation and success definition of that strategy.

IDEAL FOR:

On one pictorial page the leadership team has a collective representation in measurable outcome terms, for example:

- + Their desired business goals & objectives
- + Their agreed business change/transformation choices & their priority.

This one page can then illustrate the value contribution logic (the outcomes) of how business change can be successful, and goals achieved.

APPLICATION OF THINKING

Starting with the end in mind and working backwards to what need to be changed and undertaken to achieve those business outcomes. It uses this right-to-left thinking and the outcomes mapping technique to represent visually strategy as a set of linked outcomes. So, what does a strategy on a page look like, and how have organisations achieved value from the exercise?

Following are is a recent client case study.

CASE STUDY

INVESTMENT

Starting from \$10,000

NEXT STEPS:

- + Book your discovery session.
- + Slots are limited each month.
- + Secure your spot now via the form at the bottom of this page.
- + or contact us here:
<http://www.customerscience.com.au/contact-us/>
- + Sally or Emma from our team will reach out to directly to get started.