

	Strategy #	What in terms of context specification e.g. Strategic Business Objectives	Where specification e.g. Enterprise, Business Area, Group, etc.	How specification e.g. Customers, Finance, Operations & Learning
Why in terms of reason specification e.g. Reason and Drivers for change	#			
Who - area or strategy specification e.g. Owner	#			
Whither in terms of goal specification e.g. Critical Success Factors, Plans, Forecast, Budgets, etc.	#			
Who/Whom specification e.g. Stakeholder and resources involved	#			
Which specification e.g. Performance Indicator	#			
Which specification e.g. Value expectation	#			
Who/whom specification e.g. Reporting	#			
Why in terms of reason specification e.g. Reason and Drivers for change	#			
Who - area or strategy specification e.g. Owner	#			
Whither in terms of goal specification e.g. Critical Success Factors, Plans, Forecast, Budgets, etc.	#			
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