STRATEGY ROADMAP

SHOULD

STRATEGY IDENTIFICATION

Business Model
Core Competitive &
Differentiated Competencies

1. Analyze Existing Strategy
2. Identify Internal & External Drivers (Competitive Forces)
3. Understand Business Model Drivers
4. Outline Strategic Business Objectives (SBO's)
5. Identify Performance & Value Opportunities

Competitive Forces

Business Model Drivers

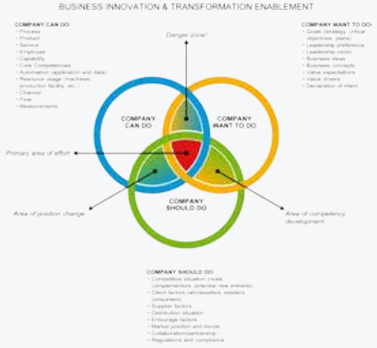
WANT

STRATEGY PLANNING

Operational Business Model
Performance & Value

6. Analyze CAN, WANT and SHOULD do scenarios
7. Analyze & Benchmark Strategies
8. Identify Pain Chain & Goal Chain
9. Identify Critical Success Factors
10. Define Innovation & Transformation Need

CAN, WANT and SHOULD do



Problem Chain & Goal Chain

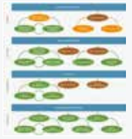
CAN

STRATEGY CREATION

Enterprise
Value Architecture

11. Create Strategy Map
12. Understand / Create Scorecards
13. Create Value Map
14. Create Performance Measurements
15. Prioritize Innovation & Transformation Initiatives

Strategy Map



Value Map

Scorecards

Innovation & Transformation Initiatives