

THE THREE PHASES OF STRATEGY



Key Takeaways

- › company history and business definition. An overview of customers, markets, and sources of profitability. Historical and current results. Financial, strategic balance sheet, organisational

Questions to Consider

- › What has happened in the past that led to the way the business is now?
- › What exactly is the business trying to accomplish?

Guidance

We will go through the three phases of developing a strategy, diagnosis, design, development. With a very specific set of sub activities. Each one will contribute to the larger strategy in its own way. Eventually the strategy can be completed and implemented in the way you want for your business. It is important to start with the diagnosis, so you can answer the right questions before moving into the design phase.

It is important to avoid a fire-ready-aim strategy. Some questions that are important to answer are:

- › **Where has the business been?**
- › **Where do we come from?**
- › **What business are we in?**

It is important to understand the history of the business, it's culture, it's successes, and its failures. What the financial performance has been, and what kind of issues were faced in the past and how were they dealt with.