

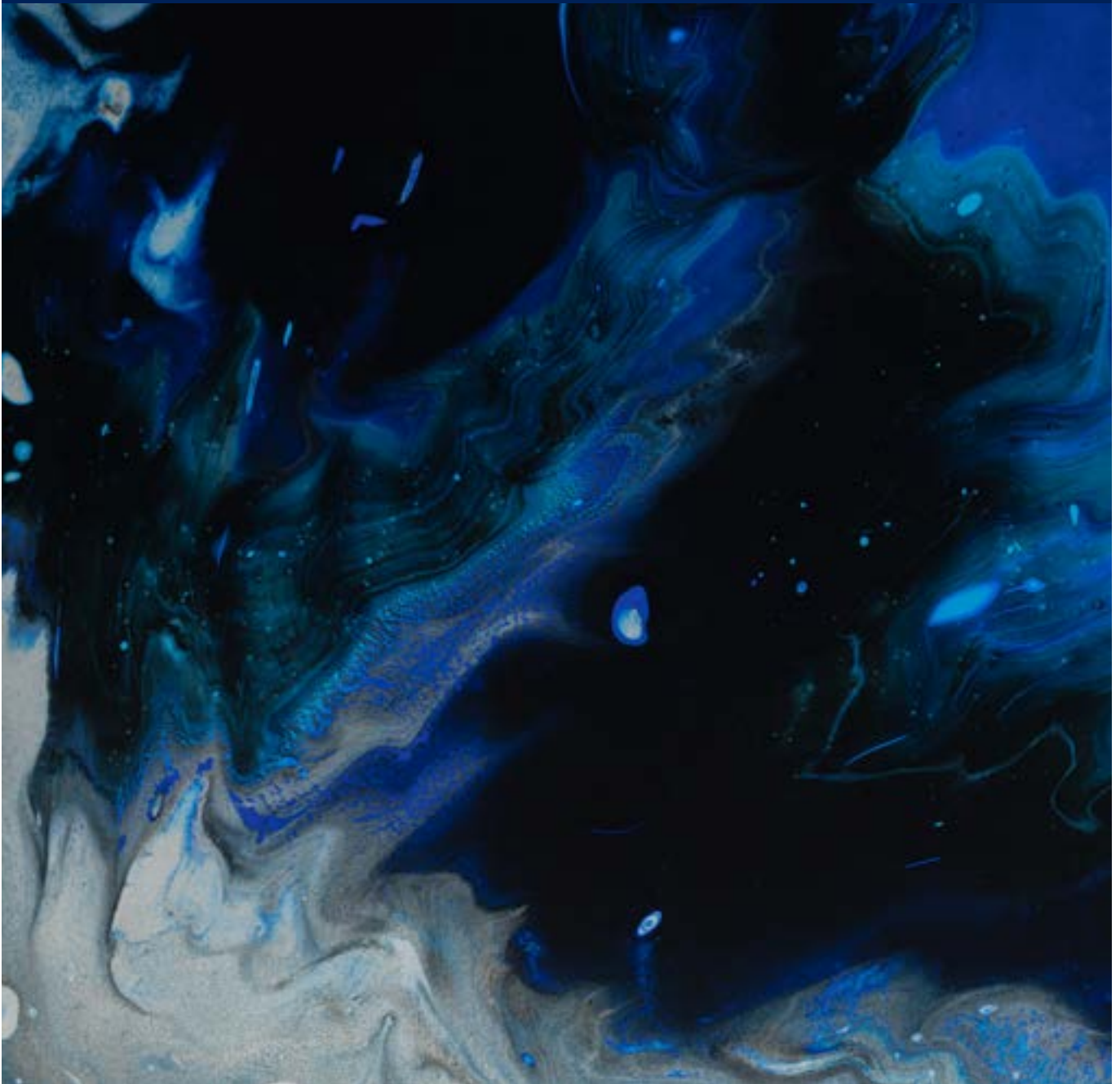


RAFFLES LEGACY LEARNING

BUSINESS STRATEGY MASTERCLASS

BOOK TWO - DEVELOPING YOUR OWN STRATEGY

PHASES OF STRATEGY III



MASTERCLASS COURSEBOOK



IMPERATIVES, ACTIONS, RESPONSIBILITIES

Explanation

Immediately upon concluding the design phase, the details of implementation planning need to begin. In the prior phase, and even in the diagnostic phase, the priority imperatives and action needed to make your strategy a reality should have become clear and well documented.

By stating the required imperatives and actions to realize your vision – and then allocating specific responsibility to each – you will link the planning and implementation phases of your strategy.

Summary of Imperatives, Actions, Responsibility and Time

IMPERATIVES	ACTIONS	RESP.	TIME REQUIRED
Sell Perso	Hire Investment Bank	CEO	ASAP
	HQ Team to prepare documents	CFO	3 months
	Results improved as possible	Perso	6 months
	Banks notified	CFO	ASAP
Regain leadership in luxury watches	Redesign/roll out core brands	Mr. A	12 months
	Service and restoration business	Mr. B	24 months
	Launch of Collection	Ms. C	6 months
	New ad campaign	Mr. D	12 months
Achieve critical mass in new areas	Design new ladies' range	Mr. A	6 months
	Marketing program set	Ms. C	1 months
	Expand distribution	Mr. E	18 months
	Sportius acquisition and integration	CEO	24 months
Reduce costs	Cost targets set	CFO	1 months
	Outsource quotes obtained	Ms. F	3 months
	Cost and process redesign	Mr. G	6 months
	Staffing outplacement service	Mr. H	12 months


[CLICK HERE TO DOWNLOAD TEMPLATE](#)


Please
download
Video
E-lesson