

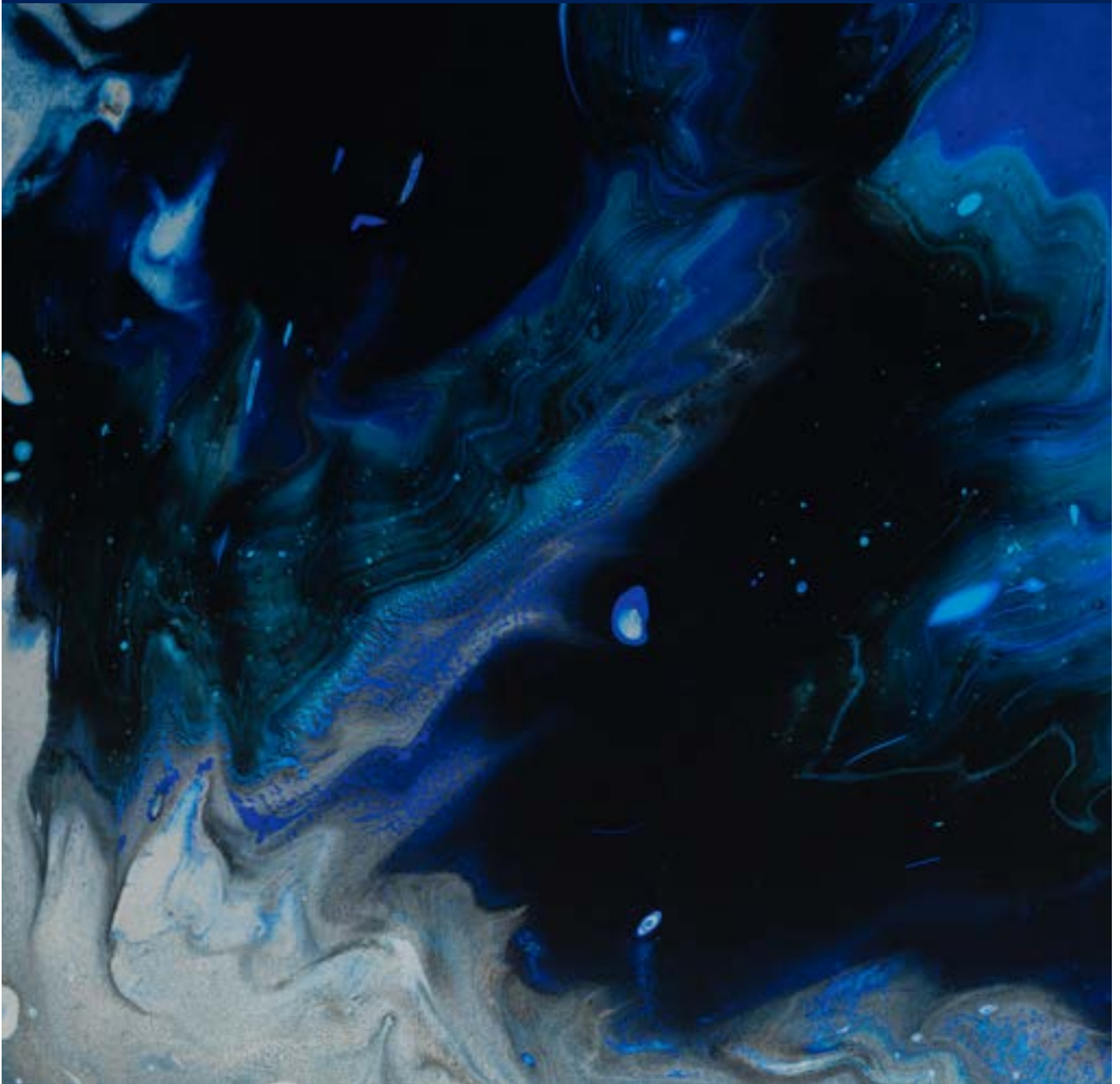


RAFFLES LEGACY LEARNING

BUSINESS STRATEGY MASTERCLASS

BOOK TWO - DEVELOPING YOUR OWN STRATEGY

PHASES OF STRATEGY III



MASTERCLASS COURSEBOOK



FULL VALUE CAPTURE

Many strategies, even when well designed and executed, fail to yield the benefit they could due simply to a lack of explicit effort to capture the full value of the strategy.

Internal value is lost when valuable learning is not captured, best practices not documented and organizational heroics not sufficiently rewarded. Hard and soft benefits can be frittered away if no one asks how the full benefits of a strategy can be exploited within the organization.

External benefits as well may be lost if there is no explicit effort made to capture the full value of the strategic advances in capital markets, with customers, or with suppliers.

