

STRATEGY WHITEBOARD

STRATEGIC ANALYSIS

CULTURE	EXTERNAL IMPACTS	INTERNAL EVALUATION	HISTORICAL RESULTS	FOUNDATION
<u>STATEMENT OF CAUSE</u>				<u>FOUNDATIONAL STRATEGY</u>
<u>STATEMENT OF INTENTION</u>				<u>UNIFYING OBJECTIVE</u>
<u>BEHAVIORS</u>				<u>CORE COMPETENCY STATEMENT</u>
	<u>COMPETITIVE INSPIRATION</u>			

STRATEGIC FOCUS & STRATEGIC OUTCOMES

CUSTOMER & MARKET	PRODUCT	OPERATIONS	PEOPLE	EXPECTED RESULTS
<u>STRATEGIC FOCUS</u>	<u>STRATEGIC FOCUS</u>	<u>STRATEGIC FOCUS</u>	<u>STRATEGIC FOCUS</u>	
<u>STRATEGIC OUTCOMES</u>	<u>STRATEGIC OUTCOMES</u>	<u>STRATEGIC OUTCOMES</u>	<u>STRATEGIC OUTCOMES</u>	

STRATEGY WHITEBOARD

STRATEGIC ACTIONS

CUSTOMER & MARKET

PRODUCT

OPERATIONS

PEOPLE

EXPECTED RESULTS

EXECUTION | ROOTS GROUPS