

Strategy Choice Cascade

Winning Aspiration

What does it mean to win in this organisation? What are you really trying to accomplish?



What is this?

If you're planning a mobile app, you should align it with your current organisational strategy. Using this sheet, you can quickly capture that organisational strategy on one page, and then make your mobile decisions with that at hand.

If you want to learn more, see Roger Martins best selling book on creative strategy. It is also taught on the IDEO U Designing Strategy course.

If you need some help making good mobile choices, contact Pocketworks.

Where to Play

Geography

In what counties or regions do you seek to win?

Customers

What segments - demographics and additional - do you want to win with?

Channel of Distribution

In which distribution channels do you seek to win?

Offering

What offerings (product categories, content or services) do you design this strategy against?

Stages of Production

What parts of production do you do yourself?

How to Win

What, specifically is your competitive advantage? Are you a cost-leader or a differentiated advantage? Make it clear how. What is your winning customer value proposition?

Capabilities

What key activities produce your competitive advantage? Which activities are most decisive in delivering the win?

Management Systems

What infrastructure (systems, process, norms and culture, metrics) is needed in order to effectively execute on this strategy?