

# Strategy Choice Cascade

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Inspired by Roger Martin & IDEO 



# Strategy choice cascade

## 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.



## Winning Aspiration

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

## 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?

# Was this helpful?

CLICK TO FIND MORE

Contact [tobin@pocketworks.co.uk](mailto:tobin@pocketworks.co.uk) if you have any questions or suggestions.

## Download our Mobile Strategy Toolkit.

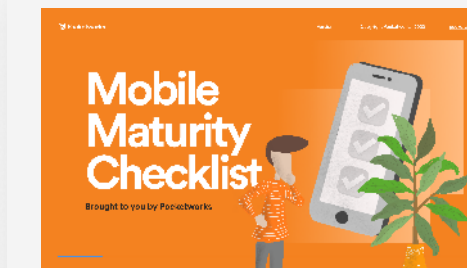


RESOURCE

### The Process

Perfect for CEOs, CMOs and CTOs who are about to embark on a mobile app development. This diagram outlines a robust strategic process for planning your app.

[VIEW DETAILS](#)

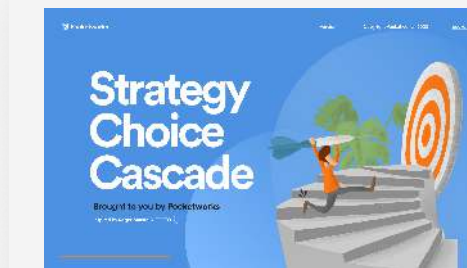


RESOURCE

### Mobile Maturity Checklist

An opinionated checklist that helps you assess your readiness for building an app. Or, use it to identify areas for improvement if you are struggling to get results.

[VIEW DETAILS](#)

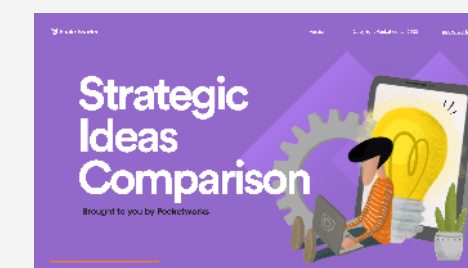


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### Strategy Choice Cascade

Use this one-page strategy blueprint to outline your business strategy or mobile strategy. It's based on Roger Martin's best selling strategy book - Playing to Win.

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### Strategic Ideas Comparison

Compare strategic options side-by-side, bringing together the core elements of up to three strategies. Then, identify key outcomes and any barriers that need testing.

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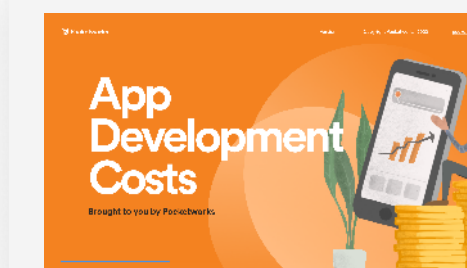


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### Analogous Inspiration Exercise

How can you make your product experience feel like finding the right cable in the messy electrics drawer? One of the best ways to innovate is to look for inspiration away fro...

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### App Development Costs

As you're planning your app, it's useful to get some idea of costs. This diagram is based on our own data, having spoken to many different developers and organisations wh...

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