

Strategic Ideas Comparison

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Comparing Strategies

This sheet lets you compare the heart of different strategies. We find it useful to summarise the choices people make with their mobile apps. It's based on principles you can find in Roger Martins best selling book on creative strategy.



**Description of
Idea, Strategy or
Possibility**

Where to Play

Geography

Customers

Channels

Offering

Stages

How to Win

Was this helpful?



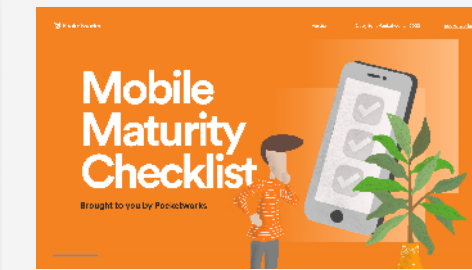
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Contact tobin@pocketworks.co.uk if you have any questions or suggestions.

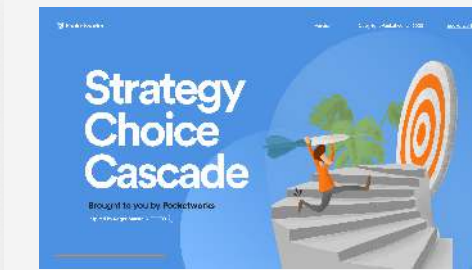
Download our Mobile Strategy Toolkit.



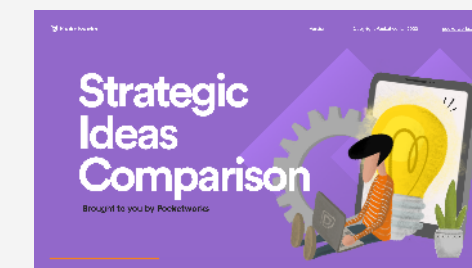
RESOURCE
The Process
Perfect for CEOs, CMOs and CTOs who are about to embark on a mobile app development. This diagram outlines a robust strategic process for planning your app.
[VIEW DETAILS](#)



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](#)



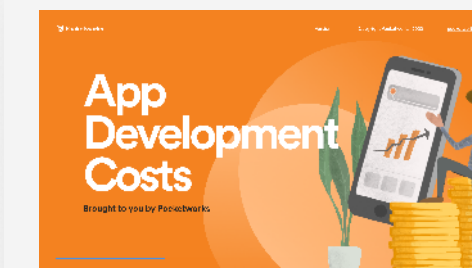
RESOURCE
Strategy Choice Cascade
Use this one-page strategy blueprint to outline your business strategy or mobile strategy. It's based on Roger Martin's best selling strategy book - Playing to Win.
[VIEW DETAILS](#)



RESOURCE
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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RESOURCE
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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RESOURCE
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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