

Strategy Development & Execution Methodology

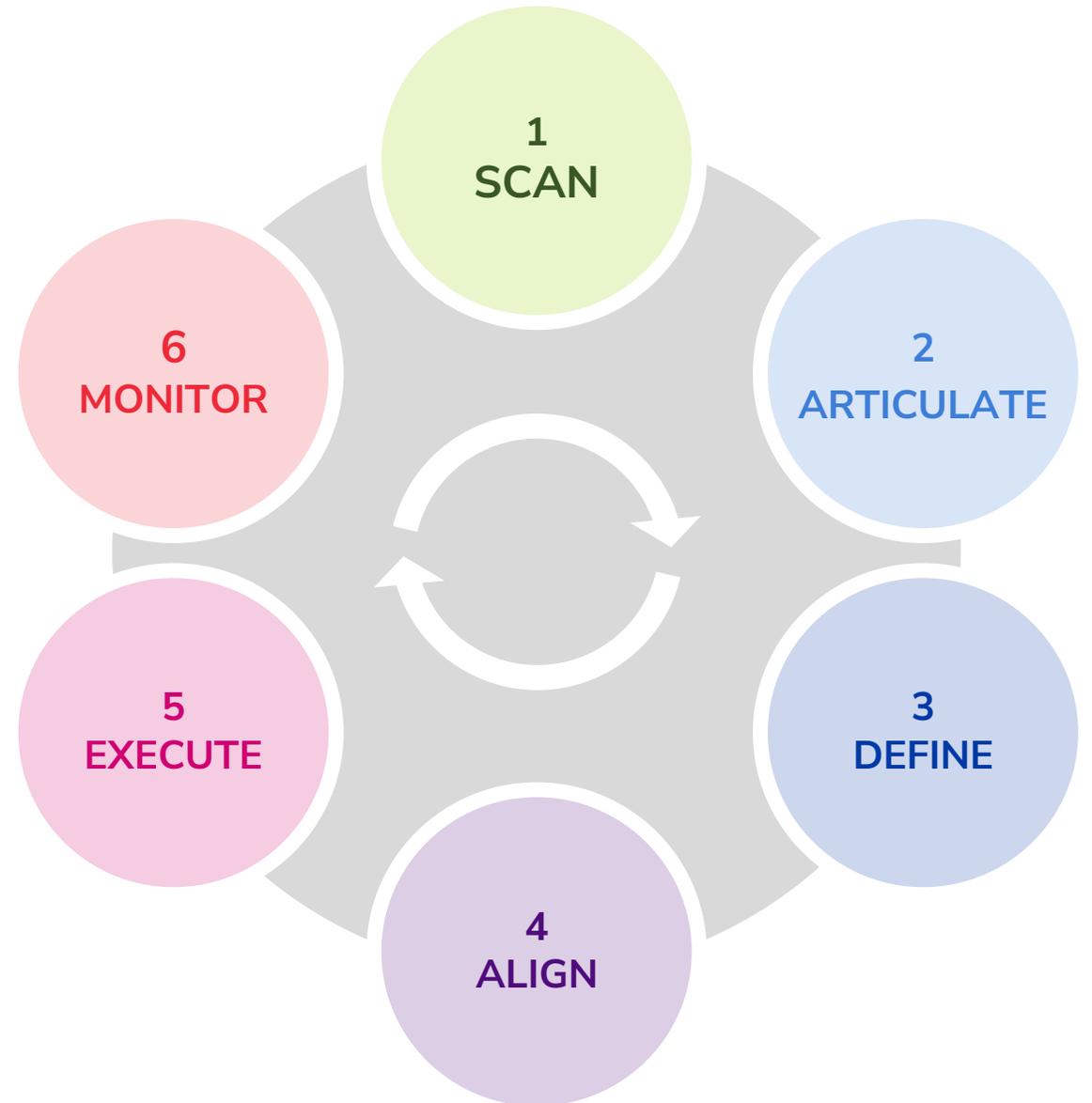
Strategy Development and Execution are two parts of an intricate whole. The development of strategy is inseparable from the execution of strategy. That is, if you want it to work!

Our greatest client success stories are those projects where the development of strategy is seen as an end-to-end process with execution. Without this approach, you risk having a good plan, poorly executed or a bad plan, well executed. Alongside our clients, we strive for a solid plan, well executed!

We help clients design exciting, bold and courageous futures coupled with achievable, well-executed plans. This includes scanning the environment to understand the current context (SCAN), envisioning a powerful future, purpose and values (ARTICULATE), developing goals and strategic priorities (DEFINE) and tactics (ALIGN) that will realize success. We place an equal emphasis on execution (EXECUTE) using measurement tools (MONITOR).

A strongly, clearly defined, widely shared strategic plan has the potential to lead an organization towards imaginable success. On Page 2, we explain the objective of each step in our methodology and provide tools, activities and tips for how you can implement each step in your own strategy development and execution project.

Learn more at www.berlineaton.com





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Step

Your Objective

Tools, Activities and Tips

SCAN

Scan the external and internal environments. Identify what current realities could affect future opportunities and summarize the strategic issues that must be confronted.

Try using a **SWOT Analysis** to analyze your current environment and engage your team and stakeholders. [Berlineaton's SWOT Analysis framework is available for your use here.](#) Other effective tools and activities are stakeholder consultations and community surveys.

ARTICULATE

Articulate the organization's vision, mission and values. Describe in a precisely meaningful way the preferred future, the unique purpose, and the beliefs that drive behaviours for the organization as a whole.

Bring together key leaders in your organization to envision a bold future. Use a **visioning exercise** (e.g., [Visual Explorer](#)) to generate deep and inspiring conversations and help people articulate their vision of the future.

DEFINE

Define the specific goals and strategic priorities necessary to achieve the vision and fulfill the mission.

Distill your insights from the SCAN and ARTICULATE stages into **3-4 Goal Pillars** supported by a total of **8-12 Strategic Priorities**. These should be achievable in a 3–5-year time frame.

ALIGN

Align the specific actions, accountabilities and resources required to achieve the strategic priorities.

Identify key activities and actions that define how you will achieve each strategic priority, including timelines, accountabilities, milestones and expected results.

EXECUTE

Execute in a planned way that meaningfully brings your strategic plan to life.

Once you've developed your strategic plan the hard work truly begins. Celebrate with stakeholders who played a role through each stage and move into action!

MONITOR

Monitor progress through appropriate measuring and reporting tools, course correct where required and celebrate success.

Develop dashboard tools to measure and report progress. Recalibrate as necessary. These could be simple tools like **Gantt Charts** or more sophisticated **database reporting tools**.

Stakeholder Involvement