

Strategy Development & Execution Methodology

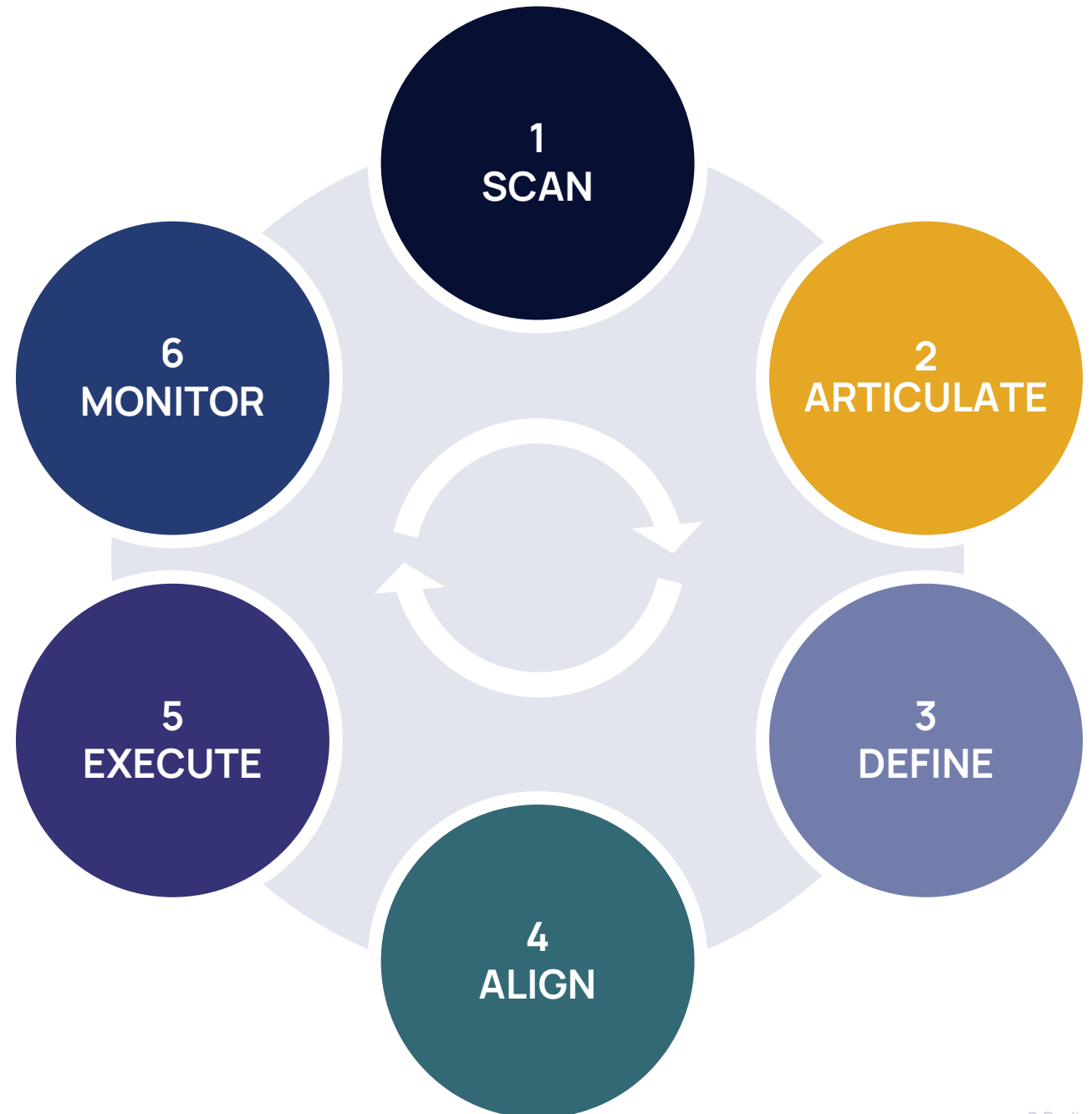
Strategy Development and Execution are two parts of an intricate whole. The development of strategy is inseparable from the execution of strategy. That is, if you want it to work!

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 strong and clearly defined, widely shared strategic plan has the potential to lead an organization towards imaginable success. On the next page, 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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