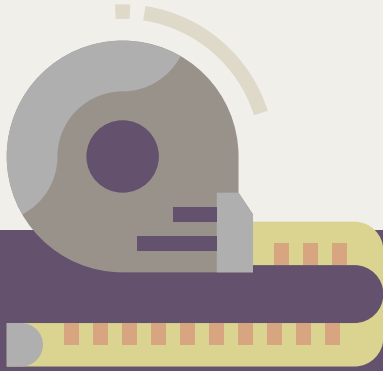


Does Your Strategy Measure Up?

5 QUESTIONS TO ASK YOURSELF

Your strategy should be like a measuring stick for each decision you make.



1

Does it challenge your business to be something instead of doing something?

A strategy is not a to-do list and not a financial or numerical metric, otherwise known as a goal. A strategy is a collection of choices that help you achieve a goal.

2

Does it redefine your understanding of your customer?

A strong strategy empathizes with your customers and their needs. It should clearly articulate who your ideal customer is, demographically and attitudinally.



3

Does it frame what makes your business different and better than the competition?

If you can't articulate why your business is different and better in a brief statement, then I have bad news for you: it isn't different and better.



4

Does it help you to say "No?"

If you look at your strategy and don't feel like you took options off the table, then you have choices left to make.



5

Can it be changed quickly with new information?

Strategy doesn't need to be so difficult. If it helps you make good decisions and avoid bad ones, then it's working. If it doesn't, then change it.



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Bravium is a boutique firm whose mission is to inspire transformation. We facilitate strategy, innovation, and team alignment workshops, design custom learning and development programs, and provide executive coaching to leaders in a variety of industries.

