



Start With a Strategy

Why You Scored the Way You Did on the Strategy Assessment

Your organization or company has unique markets, products, services, and competition, and thus requires a unique strategy. However, the quality of your strategy and plan can be evaluated based on your answers to the assessment. A more detailed assessment may be warranted based on your score.

A1: The value of a clear strategy to an organization is measured by long-term results. Results are influenced by how well strategy is understood by all employees. Your strategy helps them in day-to-day decision making for their roles. The wider it is understood, the better. Too often, the strategy is a secret or only known by the leadership team. Give yourself points for a widely communicated strategy.

A2: A twelve-month strategy is just tactical. A five-year strategy is wishful thinking. No one can predict the future five years out, especially at the pace of today's business. Prairie Sky recommends a three-year plan that is updated on a rolling basis annually.

A3: It doesn't matter what you say about how well you understand your customer's business. It matters what they say. This helps avoid confirmation bias. The more intimate you are with your customers across the organization the better.

A4: Good strategies often require investment. Strategic evaluation is a measure of risk and reward based on different scenarios. Too many times, we expect great things to happen with strategy at no cost. Strategies must be budgeted, and measured, not just in good times, but in bad times as well.

A5: Not all businesses are defined by competition, but most are influenced by it. Understanding the competitive landscape is essential to a good strategy. One small measure is market share. The key to measuring market share is independent data. Make sure you have it, or your plan will be weak.



A6: Too many strategies expect competitors to do exactly what we want them to. The best way to guard against this is to establish a team responsible for playing the role of competitor and then establishing responses to their positioning. Not many companies do this. The outcome is often a big surprise. This prevents real surprises.

A7: It's best to use an unbiased outside facilitator to get a strong strategy developed. Too many plans are subject to internal power structure, confirmation bias and over-confidence. You're going to invest in this strategy, don't be penny wise and pound foolish.

A8: A good value proposition helps everyone understand why your customer should change from how they are doing things today, why your product or service is better and why your company is one they should buy from. When everyone in the organization is on the same page, it strengthens your competitive differentiation.

A9: As in A6, war gaming possible future scenarios leads to a stronger strategy and plan. It takes more effort. But many plans are filled with hope and unicorns. If it were easy, you wouldn't need to do the work.

A10: The result of a good strategy is long-term sustained growth. It will help you organization thrive. Fail and you will screw with people's lives.

If you've followed us this far, you're beginning to see the value of a good strategy. You may want to read CEOs, What's Your Strategy? For a more detailed discussion on your strategy, contact us for an in depth assessment.

The Prairie Sky Group helps companies develop winning strategies, monitor their progress, create qualified leads, establish ROI driven marketing programs, and drive effective sales approaches. We think strategically and implement relentlessly. Reach new heights. Growing your business is our business.