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Adding advantage in every experience



MASTERING THE CORE

Strategy Labs



How to make good choices in difficult circumstances.

Strategy at its heart is about making good choices. In low growth economic conditions, the pressure to make good choices is even greater. Limited resources can lead to hotly contested budget cycles and a tendency for narrowed self-interest.

The Mastering the Core Lab has been designed to ignite a controlled burn by creating clear boundaries and safe spaces. A unique environment allows the group to grapple with tough trade-offs, to agree on neutral criteria for making choices and to set and maintain clear boundaries and ground rules.

The Lab is designed to extract the most value out of your business of today. The focus is not on transforming the business model, but rather on making the most out of it in today's business environment.



A SAMPLE DAY IN THE LAB

1. Affirm the organisation's current goals and aspirations.
2. Review your "Where-to-Play" Decisions.
3. Explore what winning looks like and benchmark it against your competitors.
4. Understand your differentiating set of reinforcing capabilities.
5. Perform a root cause analysis to remove constraints and leverage capabilities.
6. Determine flags and measures to monitor performance.
7. Agree initiatives to achieve improvement.



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