

BOLD

Strategic Vision

Rough sketch of desired long-term future

Strategic Guidelines

Broad principles setting general direction

Strategic Framework

Outline of main objectives and initiatives

Strategic Roadmap

General plan of targets, actions and roles

Strategic Blueprint

Comprehensive plan detailing most activities

SMART

Modes of Strategic Action

Strategy Expedition

FIND OUT: Flexible scout, sow & shape process

Strategy Experimentation

TRY OUT: Disciplined hypothesize, test & learn process

Strategy Execution

ROLL OUT: Controlled plan-do-check-act process

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