Author Advisor Strategist Speaker

How to Develop Strategies that Work

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Barriers

Reframe Problem as Strategic Choice

Possibilities

What Would Have to Be True?

Problem

Decide

Tests

Barriers
Winning Aspiration?

Where to Play?

How to Win?

What Capabilities?

What Management Systems?
What is true?
What is true?

What would have to be true?
<table>
<thead>
<tr>
<th>Industry Analysis</th>
<th>Customer Value Analysis</th>
<th>Analysis of Relative Position</th>
<th>Competitor Analysis</th>
<th>Strategic Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Segmentation</strong></td>
<td><strong>Channel</strong></td>
<td><strong>Capabilities</strong></td>
<td></td>
<td><strong>Prediction</strong></td>
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<tr>
<td>What must we believe are the strategically distinct segments?</td>
<td>What must we believe that the channel values?</td>
<td>How must we believe our capabilities stack up against competitors’?</td>
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<td>How must we believe our competitors react to our actions?</td>
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<tr>
<td><strong>Structure</strong></td>
<td><strong>End-Consumer</strong></td>
<td><strong>Costs</strong></td>
<td></td>
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<tr>
<td>What must we believe about how attractive the target segments are?</td>
<td>What must we believe that end-customers value?</td>
<td>How must we believe our costs stack up against competitors’?</td>
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<td></td>
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</tbody>
</table>
Thank You

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