



## Spice up your strategy process

*A checklist*

**Use *Strategy Execution Heroes* to assess impact and feasibility.**

Estimate the impact of each tip and score low as a 1, medium as a 2 and high impact as a 3.  
 Estimate the feasibility of each tip and score low as a 1, medium as a 2 and high feasibility as a 3.

	Impact	x	Feasibility	=	Priority
<b>Go beyond the classical Porter analysis</b>					
Economic dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
People dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Budget dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Industry dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Customer dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Decision dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Execution dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Leadership dynamics.	<input type="text"/>		<input type="text"/>		<input type="text"/>
<b>Avoid the budget boomerang</b>					
Start with a solid strategy review.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Don't stop restructuring.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Think like Johan Crujff.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Debate assumptions.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Don't put the support departments on a yo-yo, stop-go diet.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Review all project spending.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Make sure you are ready for the turnaround.	<input type="text"/>		<input type="text"/>		<input type="text"/>
<b>Build an execution edge</b>					
Evaluate your execution capabilities.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Prepare to hire great people.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Develop your employees.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Decide today how you will monitor execution tomorrow.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Find time.	<input type="text"/>		<input type="text"/>		<input type="text"/>
Manage stress.	<input type="text"/>		<input type="text"/>		<input type="text"/>

**Multiply estimated impact and feasibility to assess priority.**

### Interpretation of your score:

Items with a priority of **9** should be **top** of your list to focus on.

Items with a priority of **6** are your **second** priority.

Items with a priority of **4** can be **looked at** but probably aren't a priority.

Items with a priority of **1 or 2** should **not** be **pursued**.

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This document is part of a set of supporting material available for download upon purchase of *Strategy Execution Heroes* by Jeroen De Flander (isbn 978-908148731-3).

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