



3 Minute Mentor

Episode 34 Show Notes

Episode 34: Best process for building a strategy?



Often great strategies fail, so what's the best way of going about building a strategy? The best advice on building strategy can be got from "Alice In Wonderland".

- Alice asks the Cheshire cat which way she should go.
- The Cat asks where she wants to get to and Alice says it does not much matter.
- In that case, the Cat says, it does not much matter, which way you go.

For us, we learn that building a strategy is a three-step process.

Step 1: Decide where you want to get to

- May seem strange but many people don't start here, they get lost in today
- To build a good strategy, be really clear on where you are trying to get to
- Describe the future in concrete terms and metrics
- Set the time period far enough that any strategic plan has time to execute, say 3-5 years

Step 2: Describe where you are

- If you have agreement on where you want to get to, this stage is easy
- Articulate the present in the terms of where you want to get to
- List the problems as things to be solved not blame to given
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Step 3: Working out how to get from today to tomorrow

- This is actually the step when strategy is formed
- Lay out milestones from today to tomorrow, put names and dates by the milestones
- Give metrics to all actions
- Executing this plan is what you need to do to drive your strategy

Bottom Line: In strategy formation don't waste your time fighting about today, focus on building a plan that gets you to tomorrow.