

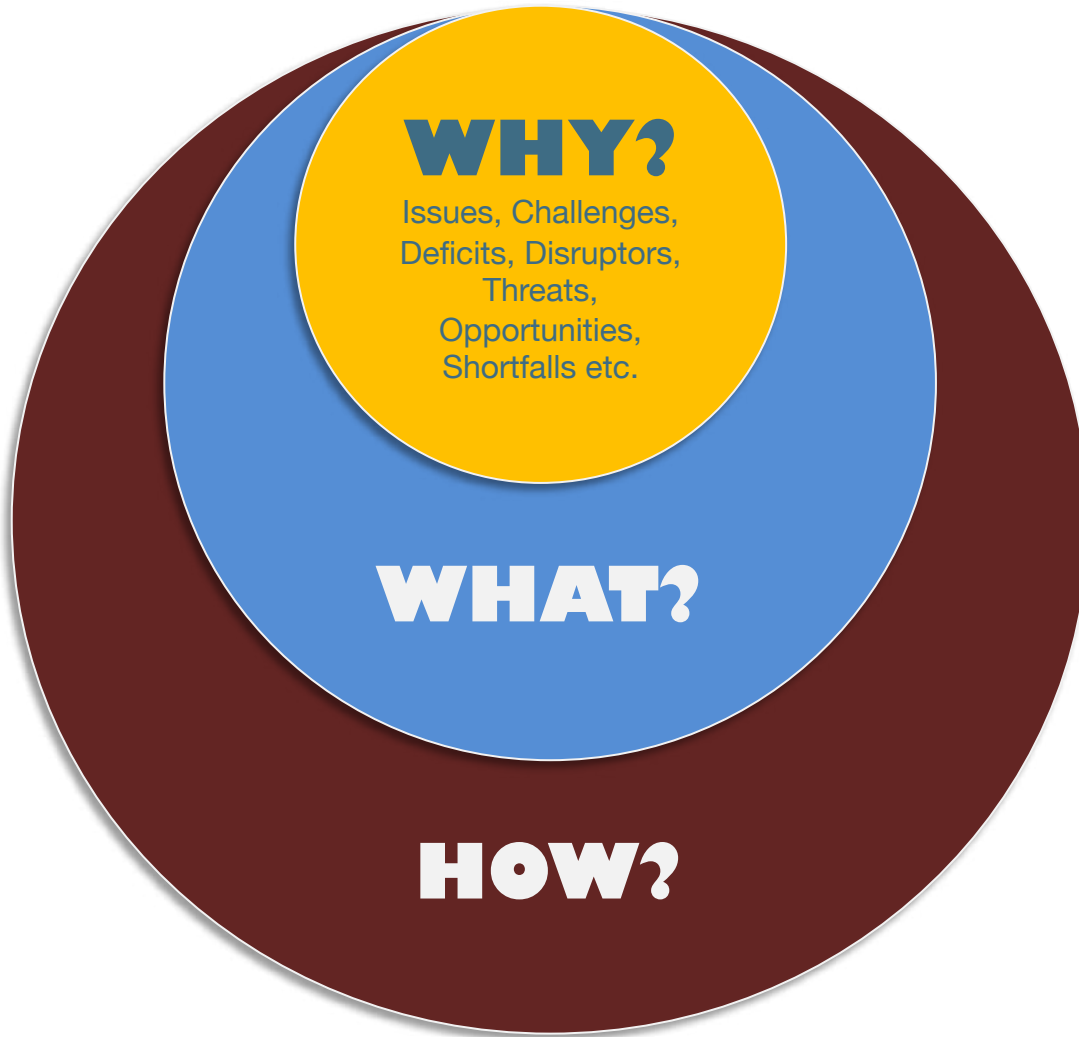
What is Strategy?

Strategy defines the '**Game Plan**' for closing the Gap.

It articulates the **WHAT & HOW.**



Strategy is an integrated set of choices that clarifies the **WHAT & HOW** to close the gap.



WHY Now?

What problems do we want to solve? What opportunities do we want to capitalize on? What challenges and threats must we address

WHAT

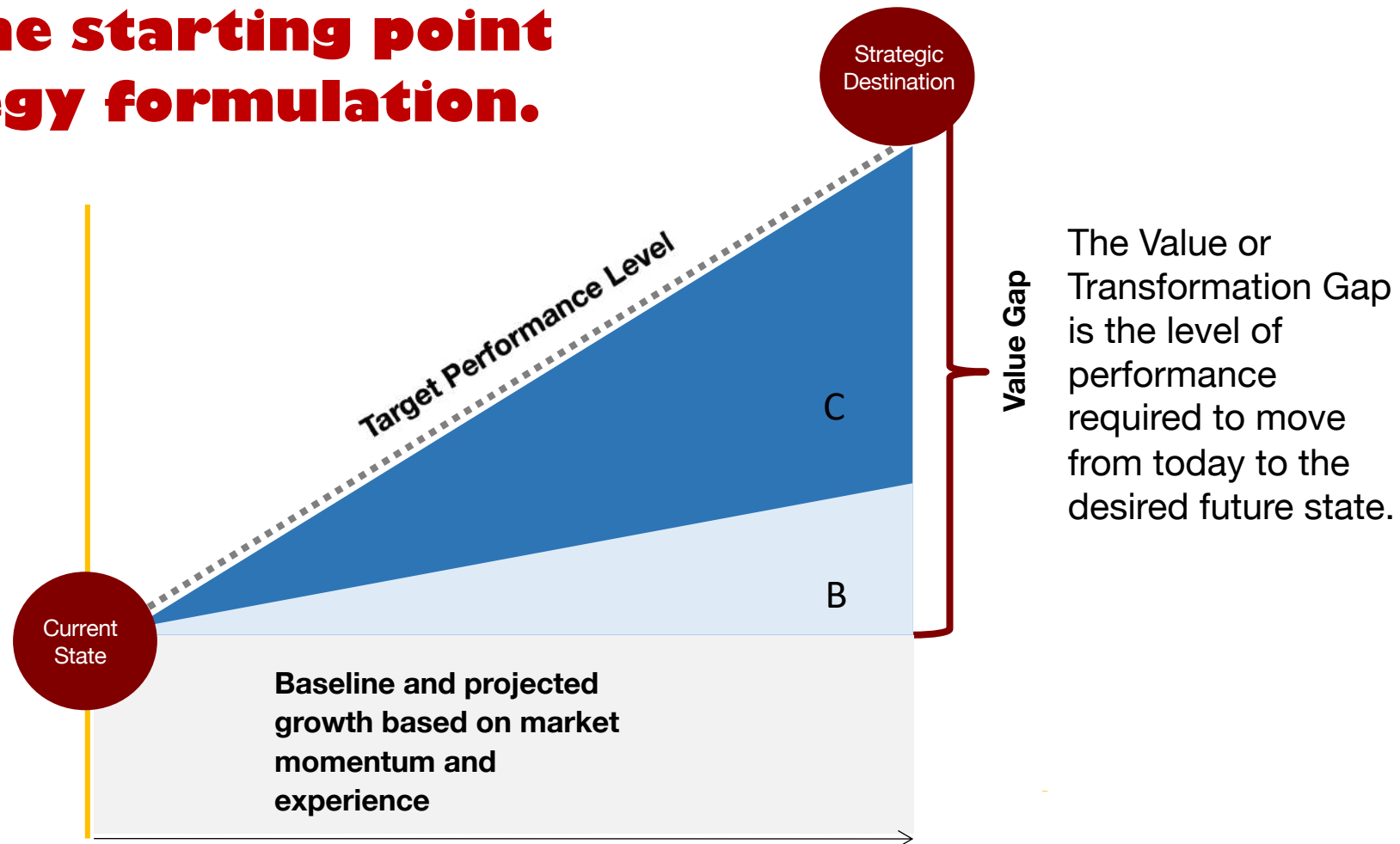
What are the things we must focus on achieving? What result do we want to have.

HOW

What specific actions must we take.

Defining a measurable future state provides clarity on the ultimate target.

This is the starting point of strategy formulation.





**Strategy ensure
clarity and focus
on WHAT an
organisation must
do to achieve its
desired future
state.**

**Being clear on
what NOT to do is
just as important.**

DEVELOP & EMBED Your STRATEGIES to TRANSFORM your ORGANISATION

Connect with us to discuss
your strategy needs.

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