



“STRATEGY QUESTIONS”

- What is it? Agreement on purpose and direction of the whole system.
- Who is it? Everyone in the system – leaders convene, provide motivation, framework, resources and commitment to define and shape it.
- Why is it? Align and coordinate physical, financial, technical and human resources toward organization’s goals.
- How is it? Participatory process drawing on a range of perspectives and insights from throughout the organization.
- Where is it? Everywhere in the system – its principles and imperatives inform everyone’s role and responsibility in its implementation.
- When is it? All the time, through constant monitoring, periodic modifying, situation-driven recasting.

Strategy Axiom: Its execution mirrors its design.

(That is, if the strategy formulation process is comprehensive, coherent and inclusive, so will be its implementation. And vice versa.)

Strategy is everybody’s business – and everybody wants and needs to know how their work influences and advances it.

Bill Hannon and Tom Buchner - Creators / Developers / Instructors of The Business System LabSM