

# STRATEGY MAP TEMPLATE

Stimulating insights and applying imagination to drive organizational alignment



<b>VISION:</b>		
<i>OVERRIDING OBJECTIVE:</i> Define key revenue or cost containment objective that will lead to superior economic returns		<i>DOMINANT VALUE PROPOSITION:</i> Choose to dominate based on “best deal”, “best product/service” or “best friend”
<i>FINANCIAL</i>	Choose financial strategies and measures to achieve overriding objective based on revenue growth (increase price, volume, turnover) or productivity (optimize variable and fixed costs)	<i>WHAT WE WANT TO ACCOMPLISH</i>
<i>CUSTOMER</i>	Choose customer strategies and measures to achieve financial strategies based on retaining or adding customers, increasing revenue per customer and reducing costs per customer	
<i>PROCESS</i>	Choose internal business processes and measures to achieve customer strategies based on internal operations, innovation or customer management	<i>HOW WE WANT TO ACCOMPLISH IT</i>
<i>ENABLERS</i>	Choose strategies and measures to achieve process strategies based on human capital, information capital and organizational capital	
<b>MISSION:</b>		
<b>VALUES:</b>		

A strategy map explains cause and effect relationships:

- The overall objective is to achieve financial success.
- To do that we need to make our customers happy.
- To make our customers happy we need the right internal processes.
- To achieve this we need to enable the right competencies, culture and structures.