9/12/05
12:30
- Strategy
- Mission/Vision

- 4 Approaches
  - Low Cost
  - Rivals (Outperform)
  - Niche Expertise

- Pro/Reactive

SWOT

WHERE NOW
NOW

- CHS
BUSINESS MODELS

3 TESTS (CH. 4)
- GO.F
- CA
- PERFORMANCE (STRATEGIC FINANCIAL)
MISSION
WHERE WE ARE
"" GOING
NOW.
WHO WE ARE
WHY

VISION
STEAL FROM RICH, GIVE TO POOR.

1. DISAGREEMENT WITH SHERIFF
2. FINDS OTHERS ORGANIZES REVENGE ON SHERIFF
3. OBSERVE/TRAIN/RESOURCES
4. RECRUIT
5. ROBS FROM RICH

A. FOCUS TO BETTER OTHER'S CIRCUMSTANCES
COMP. VALUES
COMMUNICATION
SETTING OBJECTIVES
SHORT & LONG TERM.
BAL. SCORECARD

STAKEHOLDERS
SETTING OBJ.

STRATEGIC  SPECIFIC  10/6

FINANCIAL  TIME BOUNDED  11/30

MEASURABLE  SCALE

TOP  UP  SIDE

DOWN  SIDE  BOTTOM
CH 1

- STRATEGY (WHO, HOW)

- BUSINESS MODEL

- MISSION STATEMENT

- WHAT MAKES A SUCCESSFUL CO.

3 TESTS

GOF, CA, PERF.
MISSION

WHERE WE ARE

WE ARE GOING

HOW TO GET THERE

WHO

WHY
4 APPROACHES

LOW COST NICHES [CH 5]

OUTCOMES [EXPERTISE & RESOURCE STRENGTHS]

CH 4
ROBIN HOOD

1. DISAGREES WITH SHERIFF
2. FINDS OTHERS THAT ALSO DISAGREE WITH SHERIFF
3. ORGANIZES TO INCLUDE ALL IN THE POLITICAL SYSTEM
   SOCIAL ACTIVISM
   TRAIN RESOURCES
   RECRUITING
   REVENGE / OVERTHROW THE REGIME

ROB FROM RICH - GIVE TO POOR.
CH 2.

VISION

V = M

COMPANY'S VALUES & BELIEFS

OBJECTIVES

SHORT / LONG

STRATEGIC / FINANCIAL

STAKEHOLDERS
SETTING OBJECTIVES

TOP  DOWN

UP  BOTTOM

SIDE-SIDE

CREATING SUCCESS PATHS
OBJECTIVE

SPECIFIC

TIME BOUNDED

MEASURABLE

(NOT THE NOW)