

Value Creation Co.

V-REEL® it!

YOURSELF - YOUR IDEA - YOUR COMPANY - YOUR NOT-FOR-PROFIT

A Simple Guide to Strategic Thinking

You have an idea, a company, or a perhaps a desire for career change...but you know you need to think it through. Or, perhaps you've been tasked with developing the company strategic plan and you aren't sure where to begin. No matter what it is you're trying to figure out, sound strategy always comes down to value creation. Who can you create value for and how? What do you have to work with? How can you distinguish yourself in the market and sustain that distinction despite market changes?

These questions are the questions you need to be asking yourself as you work to develop a sound strategy. Sound overwhelming or too time consuming? No problem! We've designed this simple guide to strategic thinking to step you through the entire strategic thinking process. When you're done, you'll have a better sense of how you can create value and win in your market, and what you need to do next. Let's get started!

V-REEL® it!

VALUE - RARENESS - EROSION - ENABLERS - LONGEVITY

Value

It all begins with an idea...a vision, a value proposition. So, what's yours? How do you (or will you) create value for your customers? Write a quick sentence to summarize how you create value.

Rareness

Our rareness, or distinction in the market, comes from the combination of resources and capabilities we use to create value for our customers. Some are tangible, such as office space, specialized skills, marketing efforts, logistics, etc., but others are intangible. Intangible resources are important and include things like reputation and key relationships. Take some time to make a list of the resources and capabilities you use (or will use) to create value.

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Value + Rareness = Potential Distinctive Competency

Go back and review your list with your competition in mind. What do you have that is rare in your market? Circle the things that make you rare. These are your potential distinctive competencies.

Erosion

Focusing only on those potential distinctive competencies that you circled, consider what might happen to erode your ability to use those resources and capabilities to create value and be rare in your market. Make a list, then circle those that are most likely and/or would be most damaging.

_____	_____
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Enabling Factors

The items you circle above are the Eroding Factors that most threaten your ability to be both valuable and rare in your market. Focus on those and list what you can do to defend against each one. Once you've made your list, consider which of the items you listed would be most impactful and you are most likely to implement. Circle them. They are your Key Enablers.

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Longevity

How long before things change? Can you put Enablers in place in time to defend against those critical Eroding Factors and establish some longevity in your market? If so, great. Get to work on those Key Enablers and start creating value. If not, begin again. How might you create value and be rare in your market?