Strategies – How will get from where are now to where want to be

Once you know where you are headed, vision, and know why your business exists, mission/purpose, have identified what you must achieve, objectives, the next step is to develop strategies for how this will be done.

How do you Decide which Strategies to Pursue?

Focus on your **customers**. Who are they? What do they want? How do they buy? How will you sell?

Focus on your **sector**. What strategies are your competitors pursuing? What trends is your sector facing?

Focus on your **business**. What is working well and not so well within your business? What is critical to your business? Here are some examples.

Examples

Help and support customers to be better informed.
The better informed your customers are and the more engaged they are with you, the more likely they are to choose a quality provider they can trust.

Focus on high-value services and adopt value pricing.
To charge what you are actually worth as perceived by your customer.

Deliver an improved customer experience through re-designing internal systems and practices.

Next Steps in Determining your Strategies
Decide who your customers are. Describe them.
- What do they buy? How do they buy?
- How will you sell to them?
- What will they need in the future?
- What is happening in your sector?
- Decide what is important in your business e.g. skilled employees, alliances, intellectual property / trademarks, funding, technology, location, distribution
- What opportunities can you see? What are the possibilities?
- What threats do you face? How can you address these?
- What do you do well?
- What issues must you solve?
- What needs to change?

Now write up to five key strategy statements for the growth and profitability of your business and check that they include
- how you will exploit your market opportunities
- how you will grow and manage the business
- how you will solve internal (critical) issues

Check that these strategies are in line with your vision, mission and objectives.