Integrated Strategy Model – Jean Fahmy

2A. What - Present
Where are we?

Present Situation
- provide context for

Mission
- enable success of

Critical Success Factors
- describe what can best achieve

Guiding Principles / Values
- define accomplishment of

Enablers (SO)
- determine achievement of

Barriers (WT)
- rely on

2B. What - Future
Where are we going?

Vision
- provide context for

Future Scenarios / Impacts
- define accomplishment of

Goals
- achieve

Objectives
- measure accomplishment of

Performance Measures (KPIs)
- measure achievement of

3A. How - Internal
How will we get there?

Strategies
- implement

Initiatives/Projects
- implement

Actions/Processes
- help achieve

3B. How - External

1. Why
Why are we here?

Problem
- provide context for

Solution
- for

Customer Segment
- help engage

Relationships
- help achieve

Channels
- acquired through

Revenue Streams
- balance

Unique Value Proposition
- provide context for

Wow Advantage
- based on

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