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Strategy Review

How to see if your strategy is any good

Contents

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Instructions

When you institute a digital strategy, it is not always clear if the strategy is sufficient for your business. Any number of issues can arise: maybe the strategy is not thorough enough, or it does not account for the entirety of your business. Perhaps your employees are not aligned to it, or it is inappropriate for the current state of the business. Any number of issues can arise during the course of implementing Digital Strategy, namely for how fast digital technology evolves.

To review your strategy, you need a set of objective criteria by which to evaluate your strategy. You also need to break down where the issues in your plan, if any, exist. Any issues that arise with your plan will require sorting them by priority, and importance to the success of your digital strategy. Finally, you will need to sort out what needs to be changed in your strategy, and present those changes to your business/team to implement them. This worksheet will break down each of those steps, and by the end, you will have a clear action-plan which will firm-up your strategy.

For this sheet, you will need to have developed a digital strategy, and have ideally tried it out for some time (Link). This evaluative tool can be used at any time after you have a strategy drafted to ensure its efficacy.

Evaluation Criteria

Design process
How the Strategy was designed and how the design process meets needs

Content
The contents of the Strategy - completeness, comprehensiveness, breadth.

Fit for Purpose
Overall fitness of the plan for a world in transition

Delivery
The execution of the plan - keeping it current, delivering its commitments

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Design

For the next few sheets, use the criteria to make and evaluate observations of your strategy in action. Write them in the chart provided.

Criteria of Evaluation	Observations	Changes Needed
- Breadth of organisation involved - Depth of engagement - Timing of engagement - Scope of engagement - Instrument used to gather input - Capability of participants to contribute		

Green=Leading. Yellow=With Industry. Red=Trailing Industry.

Content

Criteria of Evaluation	Observations	Changes Needed
• Span of business functionality • Short term balanced with longer term • Commercial and operational technology • People issues and capabilities included • Cyber and other risks considered • Readability, utility and communications of the roadmap		

Green=Leading. Yellow=With Industry. Red=Trailing Industry.

Delivery

Criteria of Evaluation	Observations	Changes Needed
• Organisation of IS • Governance over the plan • Execution of key deliverables • Methods used in IS (lead by example)		

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Fit for Purpose

Criteria of Evaluation	Observations	Changes Needed
• Surveillance and scanning • Level of experimentation • Business model exploration • Ecosystem development		

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Changes Needed: Summary

Summarize the "Changes Needed" from the previous pages to create a clear path forward for updating your strategy.

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