

## Your Strategy Checklist

You may use this Checklist to evaluate your strategy with regard to further growth potentials.

Various studies indicate the importance of this step: about 50% of strategists aim to build competitive advantage; the other 50% aim to survive (McKinsey Quarterly Jan. 11).

Which group do you belong to?

The following 20 questions of our Strategy Checklist are to indicate strategic opportunities.

<b>20 Questions to Evaluate your Strategy</b>	fully agree	some-what agree	rather dis-agree	do not agree	n/a
<b>In General</b>					
1. Does your strategy create sustained profitable growth?					
2. Is your strategy enduring and valid for years?					
3. Do you shape the future with your strategy?					
4. Is your strategy based on the company's strengths?					
5. Does your strategy promote the uniqueness of the company?					
<b>Results General:</b>					
<b>Strategy</b>					
6. Does the leadership team aligned with regard to strategic direction?					
7. Does your strategy include innovations in products and / or services?					
8. Does your strategy include business model innovations?					
9. Does your strategy include capturing new customers and markets?					
10. Does your strategy make use of external changes?					
11. Does your strategy include alliances and / or acquisitions?					
12. Do you have a portfolio of strategies?					
<b>Results Strategy:</b>					

<b>20 Questions to Evaluate your Strategy</b>	fully agree	some-what agree	rather dis-agree	do not agree	not speci-fied
<b>Methods of Strategy Development</b>					
13. For problem solving, do you use logical / linear methods (e.g., logic trees)?					
14. For problem solving, do you use systemic / integrative methods (e.g., feedback loops)?					
15. Do you regularly take time for strategy development?					
<b>Results Methods:</b>					
<b>Implementation</b>					
16. Are your strategies translated in specific action plans (tactics)?					
17. Does your middle management support the strategic direction?					
18. Does your works councils support the strategic direction?					
19. Are your leadership processes well defined and implemented?					
20. Do you have sufficient skills to manage change?					
<b>Results Implementation:</b>					
<b>Overall Results:</b>					
• Strengths					
• Weaknesses					
• Opportunities / actions					

**Next steps:** How satisfied are you with the results of your Strategy Checklist? What areas did you identify to further develop your company?

Simply send us the results of your Strategy Checklist. We are glad to discuss strategies to foster your growth success. fon +49(0)211-30122 202.

**Your Details:**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Mail: \_\_\_\_\_

Your preference for our call (day, time): \_\_\_\_\_