

## Putting your **strategy brain** to work every day

**Setting a clear strategy is a powerful tool for leaders to take their organizations in new directions while also delivering on current business goals.** Unfortunately, strategy often gets relegated while business as usual takes over when leaders need to make tough decisions about investments, resources, and priorities.

### **STRATEGY:**

**A way of making different decisions that lead you in a new direction.**

### **STRATEGIC PLAN:**

**How you execute and operationalize your strategy.**

There is often a lack of clear distinction between *strategy* and a *strategic plan*. A *strategy* provides a framework for making the daily decisions that either keep you where you are today or move you toward a different future. A *strategic plan* serves a different purpose. It is the detailed implementation of a point-in-time agreement to resource and prioritize certain aspects of your strategy.

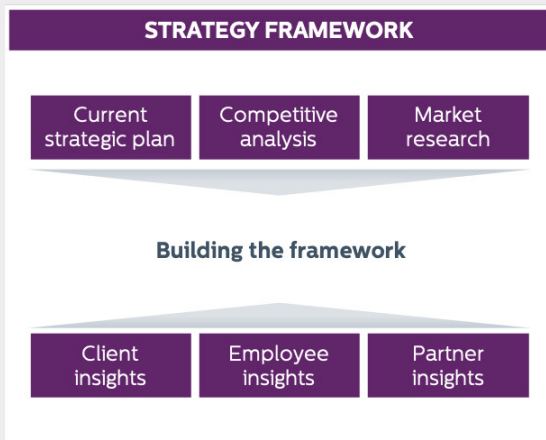
While it is important to keep up with a strategic plan, it is also important for leaders to learn how to use a well-constructed strategy to make ongoing decisions about investment of resources (time, energy, money), prioritization, and personal engagement so they continue to move toward the strategic destination.

## Evaluating your strategy

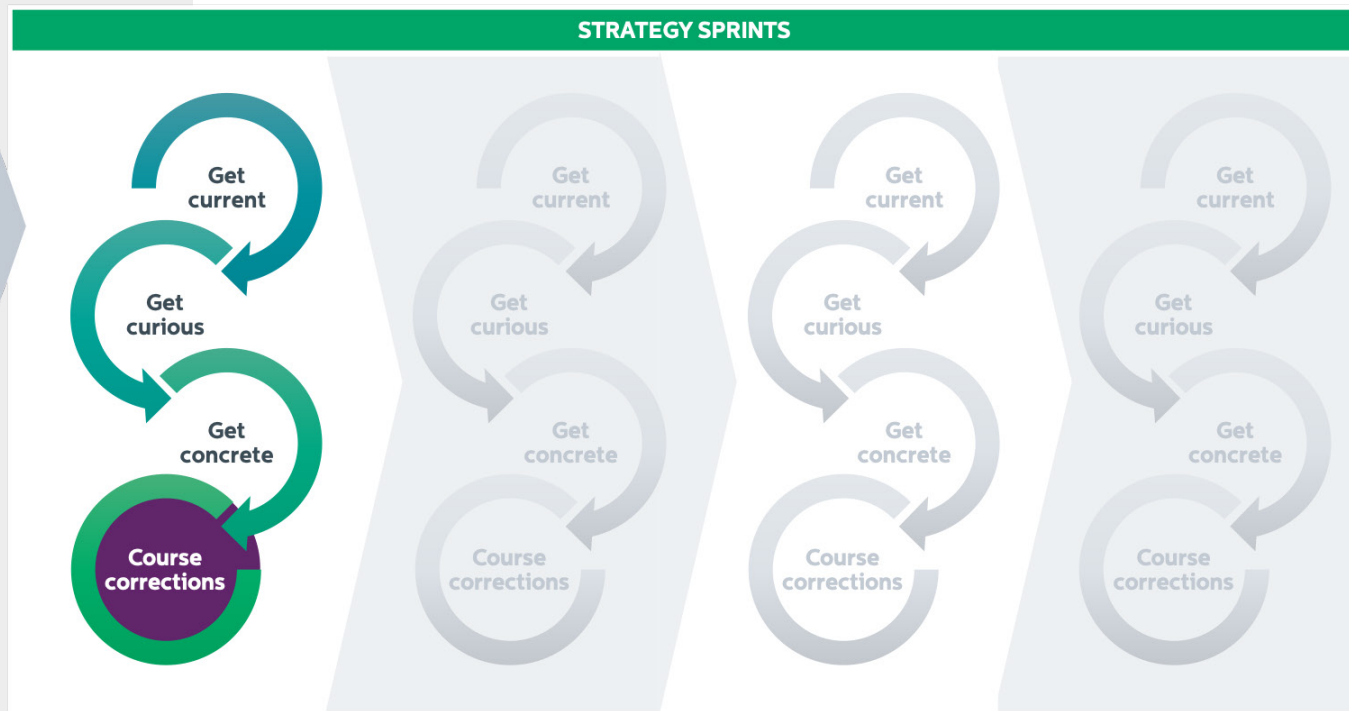
Have a conversation with your colleagues about where you would rate your strategy today. Is it serving your goals?



**5** = What strategy?



**Strategy sprints** drive attention and focus to how strategic decisions are being made, and what course corrections are needed. They do not dive into the details of the more operational strategic plan.



**Breaking the side hustle approach means having:**

- > A clear distinction between *strategy* and *strategic plans*
- > Leaders who use the strategy regularly in decision making
- > Routine processes for discussing the strategy

KARRIKINS<sup>SM</sup> RESOURCES



***Our thoughts on building and delivering an ambitious strategy***

**The *Don't Let Strategy Be a Side Hustle* discussion is hosted by:**

**JULIE WILLIAMSON, PhD**  
Partner and Chief Growth Enabler



Julie is a growth-minded leader who believes executives set the standard for others through the example they provide. She is a strategist, technologist, and a social scientist who puts her energy toward working with leaders around the world as they tackle some of the biggest challenges in their industries and organizations. In today's increasingly complex and interconnected world, Julie knows the power of aligned leaders to deliver on strategy and create value. That's why she focuses her time and energy on helping senior leaders come together to deliver the work that matters most.

**Let's reimagine together...**

**We'd love to hear from you and learn about how you are leveling up leaders to use the strategy as a decision making tool.**  
Say [hello@karrikinsgroup.com](mailto:hello@karrikinsgroup.com) to set up a **free 30-minute conversation.**