

# Dynamic Strategy: **Frame, Clarify, & Shine**

Set an ambitious strategy and build the leadership muscle to dynamically adjust and deliver.



Strategy points you  
in the right direction;

**tough leadership  
decisions** take you there.

– Julie Williamson, PhD



Create clarity and connect leaders to your dynamic strategy that builds momentum and delivers business outcomes.

**Knowing WHAT you intend to do together and developing the discipline to deliver is the only way to transform your organization.**

### Strategy is the WHAT of the Diamond Triangle™

The first failure point of most strategy processes and outcomes is that they don't produce a level of clarity that can survive the challenging realities that leaders face every day. Too often, strategy is left up to others – highly paid consultants, or an isolated strategy group – who then present their strategy and expect leaders to adopt it after reviewing a few spreadsheets and PowerPoint slides. Our experience shows that shared clarity and connection across the leadership team to what you intend to do in the next 3-5 years is imperative. This requires more than presentations. It takes structured and intentional discussions that allow leaders to build a deep, shared understanding of what they are agreeing to as the strategy.

For more on setting and executing on a clear business strategy that drives transformation and completes your **Diamond Triangle™**, explore Karrikins Group articles and video resources:

[Explore](#)



*Clarifying your WHAT while pursuing your WHY drives your transformative HOW.*

### Exceptional results start with strategic clarity and continue with strong connection.

The second failure point is the 'one and done' approach that produces disconnected consensus. The strategy gets communicated out in a blast, everyone nods their heads, and then they all go back to business as usual. We know that ambitious goals can only be achieved through a dynamic approach to strategy that allows leaders the space and opportunity to connect with the strategy while working together to adjust their direction on a regular basis. Continuing to make progress toward shared goals requires ongoing course corrections and reinforcement of the small steps that lead to big transformations.



## Create the clarity and connection needed to accelerate growth:

You may have strong instincts about where to take your company or your team. And why not? You are an experienced leader with deep industry knowledge. When you convert those instincts into a dynamic strategy it becomes a template for leadership across your team, with your Board, and for your partners. Even better, it gives your customers a clear sense of how you contribute to their success.

When you work with us, you help your team develop a new orientation toward strategy as an ongoing leadership undertaking, not a 'one and done' annual exercise. Key leaders work together to figure out how to build a strategy that becomes a touchstone for decision making and direction setting. When you and your team are clear about what you intend to do and then actually do it, you build the trust that is required for customers and colleagues to be raving fans.

This level of consistency in execution comes from developing a shared understanding of the strategy. That is coupled with a discipline of routine course corrections that are small tweaks and adjustments. Our **Dynamic Strategy™** approach uses specific sessions and discussions to build shared understanding and agreement. We follow that with a process for course corrections that helps you to both build new leadership habits and adjust to changing market conditions.

## Characteristics of a Dynamic Strategy

Your Dynamic Strategy puts you in pursuit of transformational growth while giving you the tools to adjust along the way.

- **CLARITY:** A detailed WHAT for your organization will be co-synthesized in the form of a **Strategy Framework™** that consists of your **Strategic Destination™** and the 3 to 5 **Value Plays™** needed to enable you to build your execution plan.
- **FLEXIBILITY:** The world moves fast. Your strategy needs to be flexible enough to change with it. You'll develop a process for assessing progress, rapidly evaluate market changes, and course correct where needed.
- **CONTINUOUS:** Strategy is your day job, and through this process you'll connect strategy to local decision making and local actions that impact the enterprise strategic direction.

## Dynamic Strategy: Development process highlights

Building a clear, flexible, and continuously activated strategy requires expertise, insights, and high engagement from a variety of stakeholders.

### INPUTS:

Your current strategy  
Market/Competitive analysis\*  
Customer/Partner/Employee insights

6

Weeks

6

Co-synthesis sessions

4

Sponsor sessions

1

Shine session

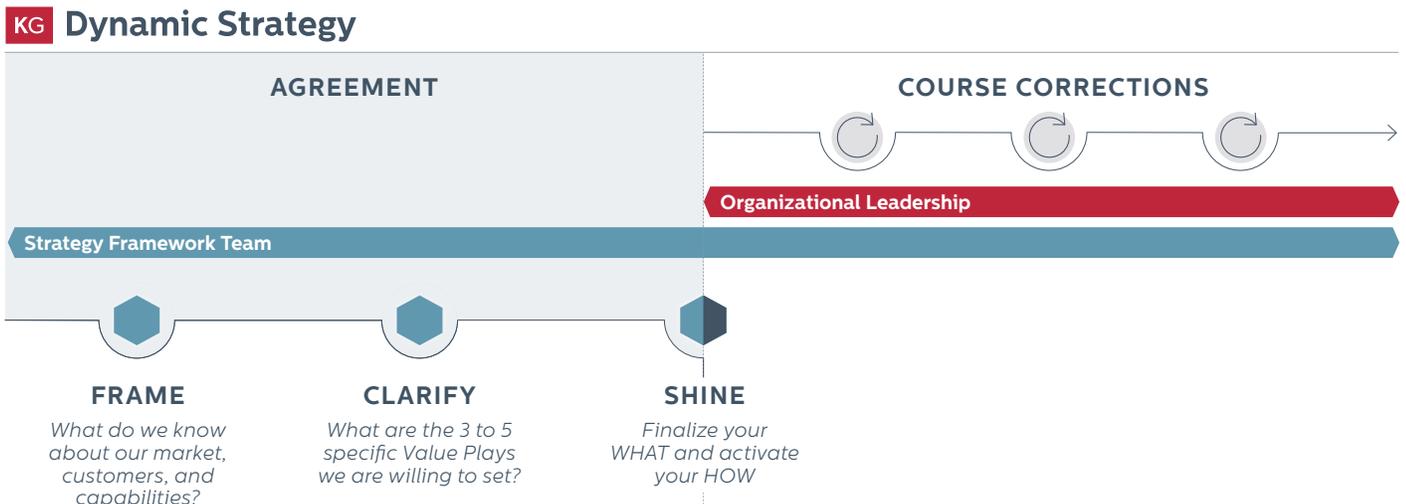
*\*We partner with market experts in your current and/or adjacent industry sectors to bring relevant and timely qualitative and quantitative analysis into the process.*

# Dynamic Strategy outcomes



- > A complete **Strategy Framework™** including:
  - Your organization's **Strategic Destination™**
  - 3 to 5 **Value Plays™** that clarify the priorities and investments that are needed
- > Identified areas where focus and investment must change or stop
- > An agreed-to process for **Course Corrections** over the next 12 to 18 months
- > Strategic **clarity**
- > Leader **connection** to the Strategic Destination and Value Plays
- > Deeper understanding of what it will take to succeed

## Dynamic Strategy starts with framing what you know and clarifying priorities.



### FRAME, CLARIFY, & SHINE

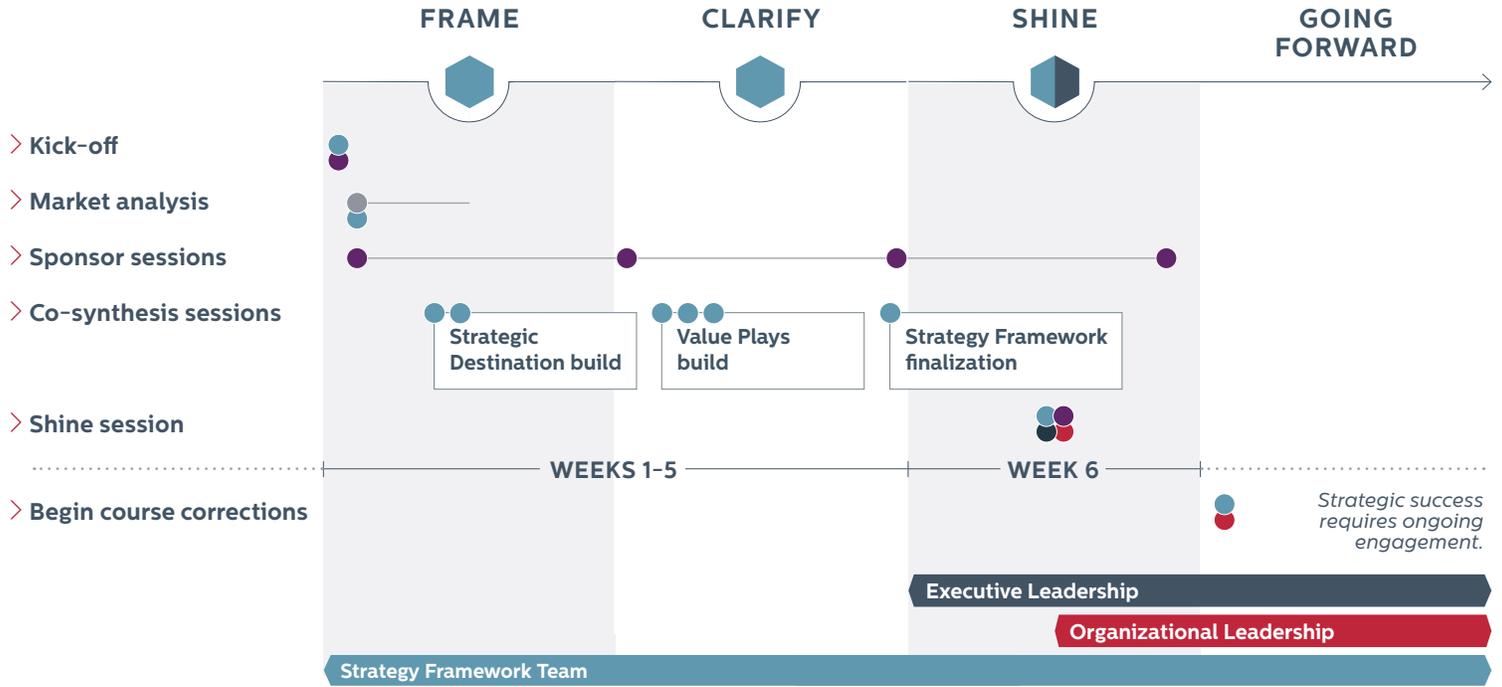
Through a series of carefully designed sessions, we work with you to synthesize current realities, growth ambitions, market data, and customer insights. The outcome of these sessions is a **Strategic Framework** including prioritized **Value Plays** to execute on as you progress towards your **Strategic Destination**.

Once the Strategic Framework is complete, we host a **Shine Session**. This session helps leaders to get real about the impact of the strategy and how they need to challenge their deeply habituated decisions and behaviors in order to bring it to life.

### COURSE CORRECTIONS

The only way to bring a strategy to life is to develop a habit of using it regularly as a leadership team. We know that it takes time to learn the new habits that get you going in a new direction. That's why we emphasize regular **Course Corrections** for your strategy. Course Corrections give you the opportunity as a leadership team to maintain focus on the long term while adjusting to current realities without leaving your strategy by the wayside.

By intentionally revisiting the Strategic Framework, you build the leadership muscle for leading through your strategy and engaging it regularly to make day to day decisions as well as longer term investments.



## What to expect

Over the next 6 weeks, you'll spend curated time in quality conversations with your colleagues:

- > **Kick-off:** Time to bring the Strategy Framework Team together to introduce the approach, talk through existing assets including the current strategy, and build energy for moving forward.
- > **Market analysis expertise:** Together with a partner who is an expert in your area of interest (or with your internal resources), we help to build a landscape of opportunities, risks, and challenges on the horizon for you.
- > **4 Sponsor sessions:** Time with the program sponsor and the senior team leader to provide feedback, prepare for upcoming sessions, and to identify key decisions that need to be made.
- > **6 Co-synthesis sessions:** In these sessions you will build out your **Strategic Destination** and the 3 to 5 **Value Plays** that must be delivered to reach your growth goals.
- > **Shine session:** The Shine session begins the process of completing your **Diamond Triangle** by finalizing the WHAT and starting the discussions that feed into the KARRIKINS Alignment Journey™ and building HOW you need to lead together to succeed.

**Sponsor Team**  
*The strategy sponsors who are responsible for decision making and direction setting.*

  
Up to 3 members

**Strategy Framework Team**  
*The team responsible for developing the Strategic Destination and Value Plays.*

  
Typically 5-10 members

**Executive Leadership**  
*The senior leaders who engaged with leading the strategy and managing course corrections.*

  
Up to 15 members

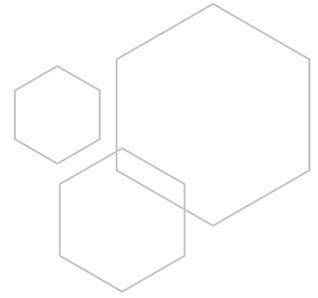
**Organizational Leadership**  
*The people who are responsible for delivering on the strategy. This involves as many leaders as appropriate for your organization.*

**Market Expert Partner**  
*External industry or market experts in your current and/or adjacent sectors who bring data to support direction setting.*

## Why your leadership team should have a Dynamic Strategy

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- Are you tired of rehashing strategy with your team?
- Do you wish you didn't have to shell out big money for big decks describing what your strategy should be?
- Does your new strategy sound a lot like your old strategy because the old strategy didn't get executed?
- Do you revisit strategy every now and then with your team only to hear a hundred reasons why they had to keep on with business as usual 'for now'?



**These are all things we hear every day when we work with our clients on building a Dynamic Strategy.** If any of them sound like you or your organization, it might be time to rethink your approach and application of strategy to transforming your business and exceeding your growth goals.

**“The strategy impact has been powerful. Through the Strategy and Alignment Journey work, we have brought the WHAT and the HOW of the Diamond Triangle together. Less than a year later, it's taking hold across the firm – the groundwork has helped anchor us to transform the firm, while managing an uncertain future.”**

– CEO  
Top 100 accounting and consulting firm

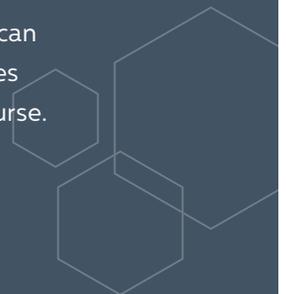
**KG** | **Dynamic Strategy**  
Powered by **KARRIKINS GROUP**

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Are you ready to **frame and clarify**  
your Dynamic Strategy?

We look forward to talking with you about our Dynamic Strategy process and how it can set you and your team up to achieve accelerated results. Delivering on strategy takes consistency over time, and our tools and resources will help your team to stay the course.

[hello@karrikinsgroup.com](mailto:hello@karrikinsgroup.com)





**KARRIKINS**  
GROUP

## We are **Karrikins**.

We're world-class facilitators, cultural changemakers, behavioral scientists, and experience creators, but above all, we're people looking to make a lasting and positive impact. With decades of diverse experience in helping companies set ambitious strategies and act on them, our leaders guide our collective impact and enable transformative growth for leaders and teams.

Visit us at [karrikinsgroup.com](https://karrikinsgroup.com) to learn more about our game changing alignment solutions for executive teams, delivery teams, and individuals who are ready to lean into the power of alignment to deliver on their most ambitious goals. Through our Alignment Institute we offer catalytic workshops, individual programs, and smaller group experiences.

**KG** **Dynamic Strategy**

**KG** **Alignment Journey**

**KG** **Alignment Institute**



**KARRIKIN (n):** a group of compounds found in the smoke of burning plants that stimulates seed germination and catalyzes growth.