

Lead your strategy, Manage your plan

Go beyond the task list and make strategy part of your business-as-usual mindset

Use your strategy to make decisions about your plan, not the other way around.

Don't put your strategy on the shelf and let it collect dust while you execute on your plan in a vacuum. Strategy should be used to guide your decisions every step of the way towards delivering on ambitious goals and objectives.

STRATEGY: *A theory about what is possible to achieve that is framed as a means for making decisions along the way to achieving your ambitions, objectives, and goals.*

PLAN: *A task-level breakdown of the steps required to deliver on your strategy, including dependencies, resources needed, timings, and expectations.*

STRATEGIC PLAN: *Often a mishmash of strategy and plans that is mostly a plan and less a strategy.*

A plan without a strategy
is **potential untapped.**



A strategy without a plan
is **ambition unrealized.**

Characteristics of a useful strategy

A strategy should:

- > Make a claim about what's possible to achieve.
- > Lay out ambitious objectives.
- > Meaningfully differentiate.
- > Create clear boundaries.
- > Be digestible and memorable.
- > Inform decision making about your plans.

Tips & traps for strategy

- ✓ Use your strategy to evaluate critical decisions.
- ✓ Build your strategy with other people.
- ✓ Tell your story through the lens of strategy.
- ✗ Don't confuse strategy and plans.
- ✗ Don't get so focused on plans that you lose sight of the strategy.
- ✗ Don't ignore tradeoffs that impact strategy.

5 helpful questions

1

What outcomes are theoretically possible?

2

How is it different from what's out there today?

3

Why would people want what we are doing?

4

Who are we competing against?

5

Can I promise to deliver everything that is possible?

Hint: The answer should be NO

The *Lead Your Strategy / Manage Your Plan* webinar is hosted by:

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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.

Align your team & activate your strategy.

We'd love to hear from you and learn more about how you are working to transform in big and small ways.

Say hello@karrikinsgroup.com to set up a **free 30-minute conversation.**

KARRIKINS® COFFEE BREAK



*Lead Your Strategy /
Manage Your Plan*

ARTICLE



Evaluating Your Strategy