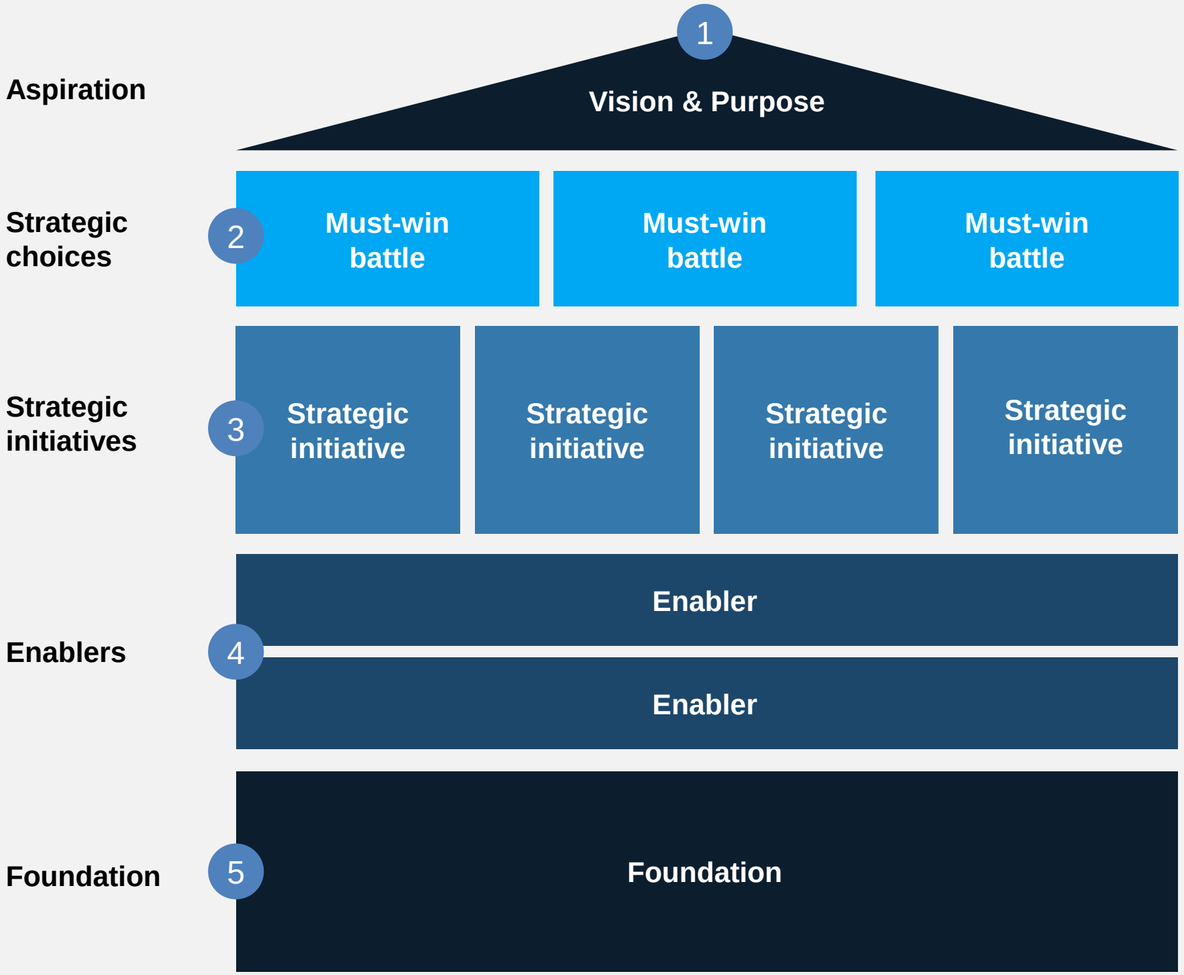
Strategy House Template

Building Your Vision Brick by Brick: The Strategy House for Clear, Aligned, and Impactful Execution



- A visually structured tool to align purpose, priorities, and initiatives.
- Used by leading firms like McKinsey, Bain, and BCG to drive strategic clarity.
- Represents strategy as a "house," with vision as the roof and a strong foundation supporting it.
- Focuses on must-win battles - key areas essential for achieving the vision.
- Breaks down battles into strategic initiatives, ensuring actionable focus.
- Identifies enablers, such as technology, resources, or systems, to support execution.
- Anchored by a solid foundation of culture, people, structure, and processes.
- Promotes alignment across teams and simplifies communication of complex strategies.
- Ideal for organizations seeking clarity, focus, and sustainable impact.
- A flexible, customizable framework adaptable to various industries and goals.

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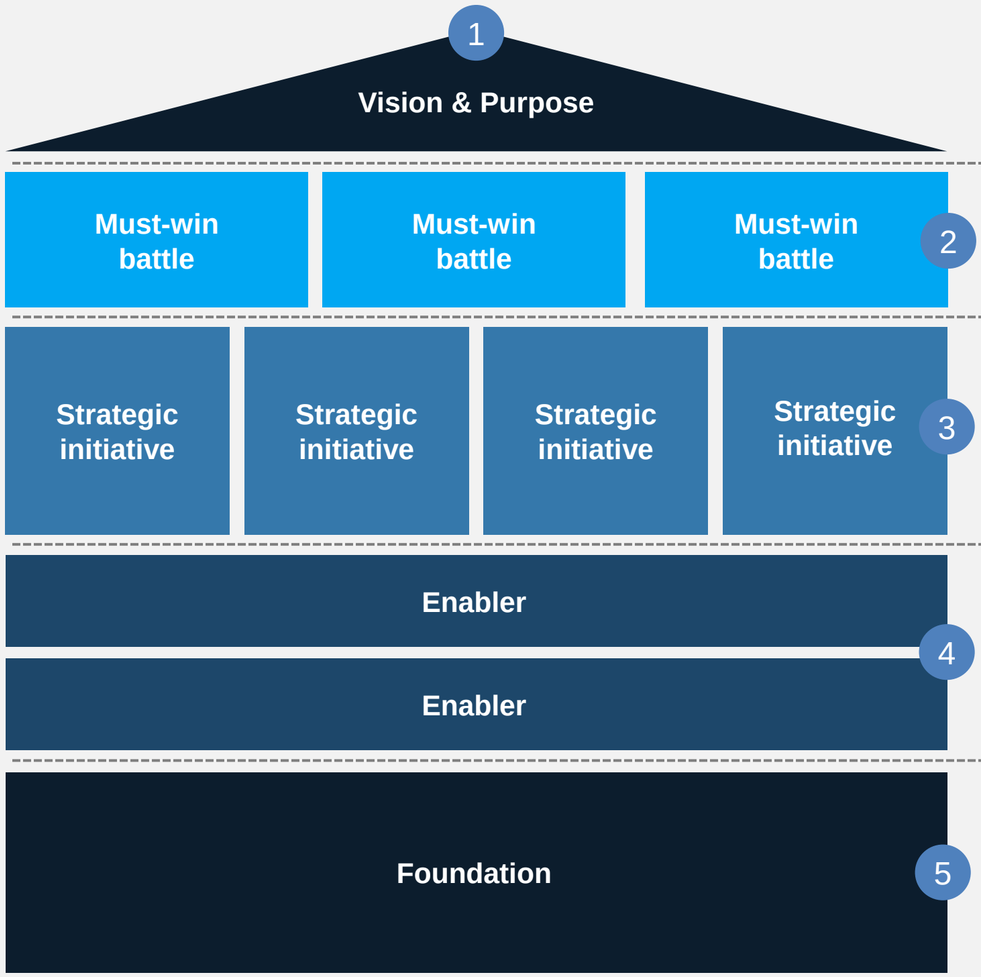

Aspiration

- Defines the organization's overarching "why" and long-term aspiration.
- Serves as the guiding north star for all strategic efforts.
- Inspires alignment and motivation across teams and stakeholders.

Strategic choices

- Represents critical strategic priorities the organization must focus on.
- Drives focus on areas with the highest impact for achieving the vision.
- Balances ambition and feasibility to ensure realistic progress.

Strategic initiatives

- Break down must-win battles into actionable and measurable efforts.
- Outlines specific projects or actions directly tied to key objectives.
- Provide clarity on "how" the vision will be achieved.

Enablers

- Highlights resources, tools, and technologies necessary for execution.
- Ensures alignment of support systems with strategic initiatives.
- Identifies potential gaps in capabilities and mitigates risks.

Foundation

- Represents the culture, people, structure, and processes underpinning success.
- Strengthens organizational readiness to support strategy execution.
- Acts as the stable base ensuring sustainable growth and resilience.

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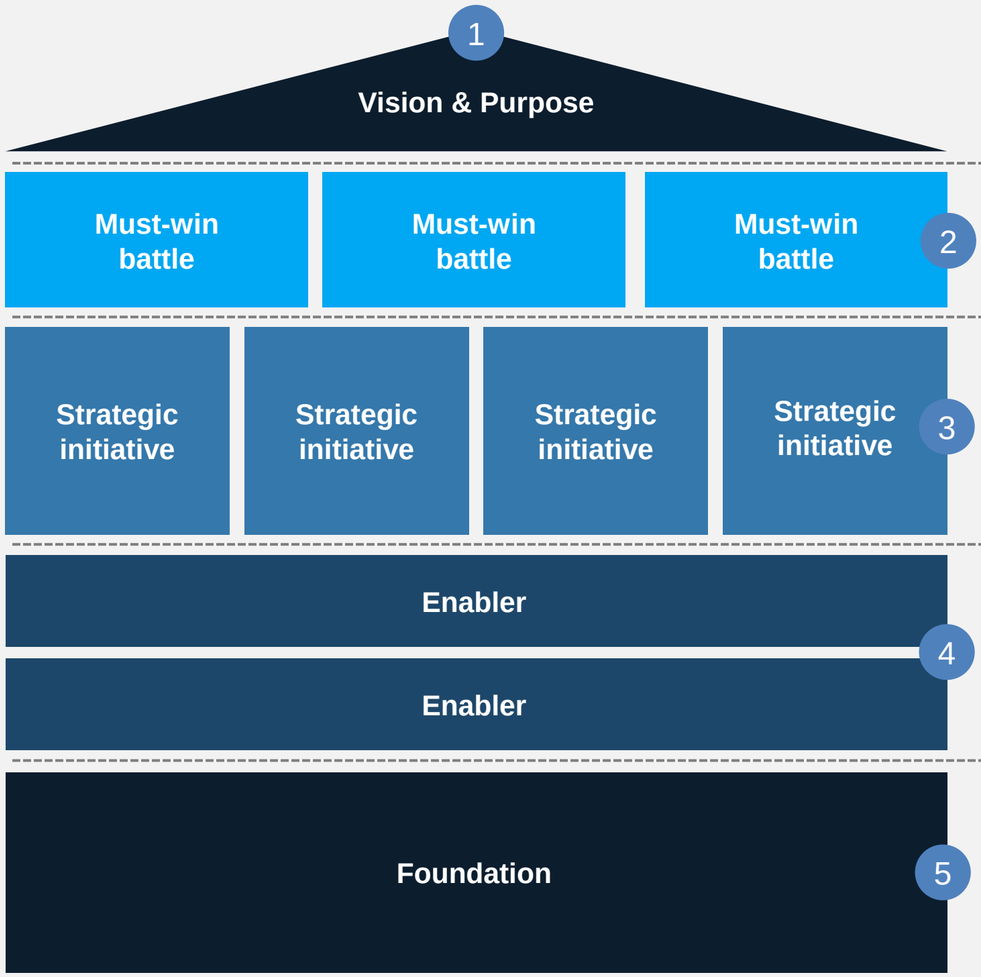

Aspiration

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Strategic choices

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Strategic initiatives

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Enablers

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Foundation

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Aspiration

1 Vision & Purpose

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Strategic choices

2 Must-win battle | Must-win battle | Must-win battle

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Strategic initiatives

3 Strategic initiative | Strategic initiative | Strategic initiative | Strategic initiative

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Enablers

4 Enabler

Enabler

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Foundation

5 Foundation

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