

2x2 Strategy Feedback Matrix

Identifying Successes, Gaps, Questions, and Emerging Ideas



What's Working (↗)

Purpose

Identify and reinforce successful strategic initiatives that should be continued or scaled.

Example Questions

- Which decisions are clearly paying off?
- Where are we gaining market traction or operational efficiencies?
- Which core strengths or competitive advantages can we further leverage?

Needs Reassessment (Δ)

Purpose

Spot areas of the strategy that aren't delivering as expected or may be outdated.

Example Questions

- Which initiatives aren't meeting goals or need updating?
- Where do we see high costs or low ROI?
- Which assumptions no longer match current market realities?

Open Questions (?)

Purpose

Surface unknowns and uncertainties that need additional data, alignment, or stakeholder input.

Example Questions

- What gaps in knowledge or market insight do we have?
- Which assumptions should we validate?
- Where do we need more data on competitors, technology, or regulations?

New Strategic Opportunities (💡)

Purpose

Identify potential new directions, product ideas, or partnerships that could drive future growth.

Example Questions

- Which markets, products, or technologies are worth exploring?
- Are there new partnerships or alliances that could expand our capabilities?
- What bold or innovative ideas might set us apart competitively?

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