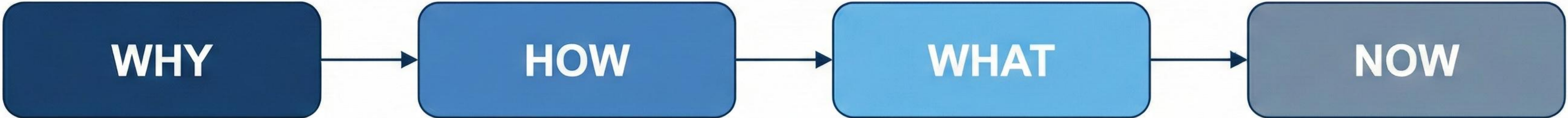


Strategy Framework Why-How-What-Now

A structured approach to strategic alignment



Element	Purpose	Key Question	Outcome
Why	<ul style="list-style-type: none">Define the core purpose and motivation behind the strategy	<ul style="list-style-type: none">Why do we exist?What drives us?	<ul style="list-style-type: none">Clear vision and alignment on purpose
How	<ul style="list-style-type: none">Outline the unique approach and methods to achieve the purpose	<ul style="list-style-type: none">How do we deliver differently?	<ul style="list-style-type: none">Distinctive capabilities and competitive advantage
What	<ul style="list-style-type: none">Specify the concrete products, services, or results	<ul style="list-style-type: none">What do we offer or produce?	<ul style="list-style-type: none">Tangible outputs and value propositions
Now	<ul style="list-style-type: none">Identify immediate next steps and actions	<ul style="list-style-type: none">What must we do next?	<ul style="list-style-type: none">Actionable plan and momentum for execution