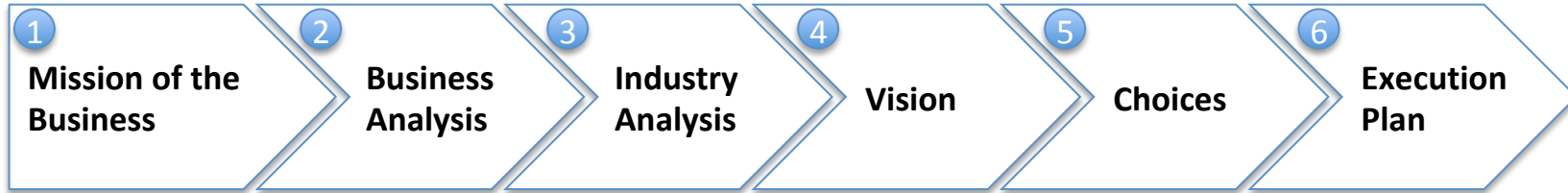


Strategy Process



Description	Description of where you are today	Internal analysis of the business	Analysis of external environment	Description of the future	Strategic choices	Strategy deployment plan
Key Questions	What is the mission of the business?	What are my unique strengths and weaknesses?	What are opportunities and threats?	Where am I going?	How will I get there?	What actions do I need to take to realize my plan?
Outcomes	Business scope, products, markets, geographies	Assessment of competitive position Identification of strengths and weaknesses	Assessment of industry attractiveness Identification of opportunities and threats	Objective and goals	Key strategies and measures to get from A to B	Action plan with caretakers and timelines