Strategy Workshop
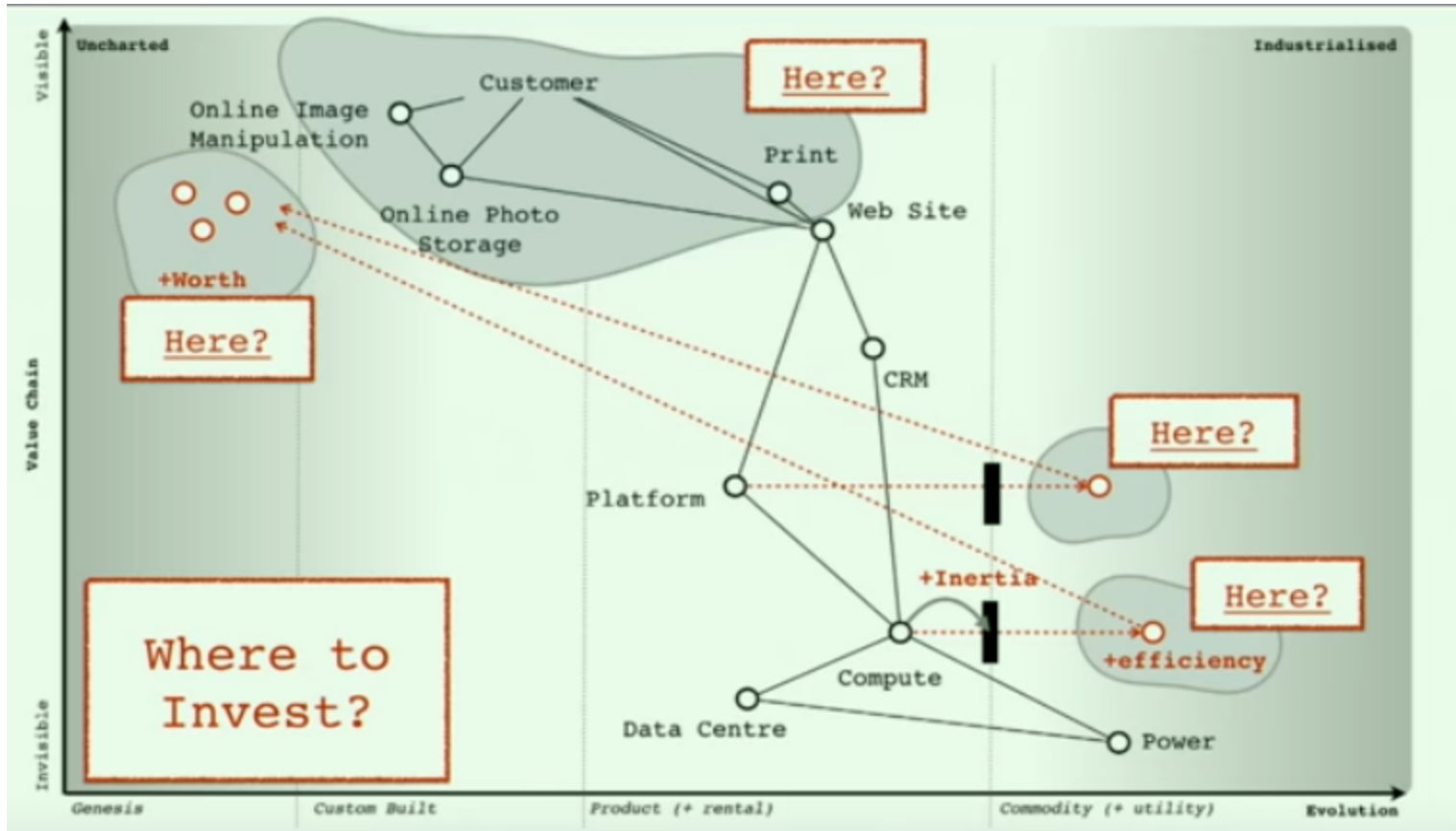

This is a 10 minutes powerpoint format. There are also video, text, and pdf formats.

What will you learn?

This workshop will teach you how to build and compare business strategies.

Summary of all the steps in this workshop

1. Imagine your team celebrate a successful year

2. Write a customer, a need, and dependencies

3. Draw a map

4. Locate the dependencies on the evolution axis

5. Add climatic patters

6. Add doctrine

7. Add gameplay

8. Decide on actions

9. Take actions

Repeat the 9 steps with the team every few weeks.

Visual of all the steps

Those steps are called the strategy cycle. You can learn more in the resources section at the end of the workshop.

The Strategy Cycle
Sun Tzu's five factors
The two types of why
John Boyd's OODA loop
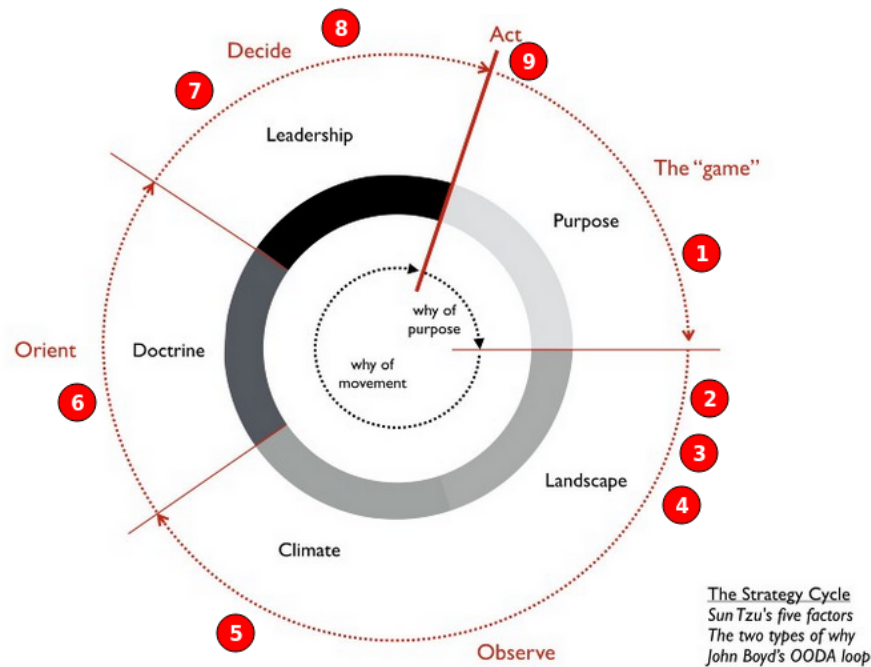
1. Imagine your team celebrates a successful year

Set up a 45 minutes session with your team and together imagine a celebration that everyone is part of. Write down who is there, what are they celebrating, how do they feel, when is it happening, and why are they there. You can start the session in 5 minutes meditation.

At the end of the session, write down a shared celebration that everyone on the team is part of and share it with other teams. Congrats! You just created a shared true north for the team.

2. Write down a customer, need, and dependency

Steps:

1. write down name of a customer.

2. Write one need of this customer.

3. Write a few things that are needed to meet this need.

Example:

1. User: software engineer.

2. Need: build a web site.

3. Dependencies: choose a technology, learn how to use it, build a web site, test it, deploy it, maintain it.

3. Draw a map

TODO: add drawing

4. Locate the dependency on the evolution axis

TODO: add drawing

References:

- Evolutionary Characteristics. text format
- Evolutionary Characteristics. image format

5. Add climatic patters

TODO: add drawing

References:

- Climatic Patterns. text format
- Climatic Patterns. image format

6. Add doctrine

TODO: add drawing

References:

- Doctrine. text format
- Doctrine. image format

7. Add gameplay

TODO: add drawing

References:

- Gameplay. text format
- Gameplay. image format

8. Decide on actions

9. Take actions

Optional Material

Cheatsheets:

- Evolutionary Characteristics
- Climatic Patterns
- Doctrine
- Gameplay
- Glossary

Resources:

- Sun Tzu's Sūn zi bīng fǎ (孫子兵法 / Art of War) (1 min video)
- John Boyd's OODA Loop (1 min video)
- Simon Wardley's Wardley Maps (1 min video)