



ACTIVITY

VISUALIZE YOUR STRATEGY

OVERVIEW

Sharing your progress and getting feedback is an important step in your opportunity journey. Using the Strategy Report Template, you can more effectively tell your story, get input and evolve your thinking before moving to the next phase of building your growth business.



TIME NEEDED

3-4 hours



MATERIALS

Markers, sticky notes, whiteboard, and Set Your Strategy activity output

STEPS

1. Bring your Opportunity Report, and all of your materials from the Strategy phase: outputs from your brainstorming and workshops for your offering, business model, revenue model and value creation. Print out the Strategy Report Template, or download it from our site.
2. Work through each phase to tell the story of discovering your opportunity. Begin with the headline—Your Breakthrough Question, then work your way through the process of how you arrived at this strategy:
 - What did you do to gain an understanding of your offering and how it integrated products, service and customer experience?
 - How did you identify your business model and the blend of activities, resources, sequence, and roles?
 - Why did you choose the components of your revenue model (revenue stream, and pricing and payment mechanisms)?
3. For each strategy element, describe what is unique in each area. What might you have removed, added, or changed? Begin by writing a headline and short description of each element (no more than three sentences) and place into the Strategy Report template. Note illustrations, photos, diagrams, and your prior work - anything that can be used to visualize the descriptions.
4. Now take the output from the Set Your Strategy activity, and use it to describe how you have created value for your customers, firm and ecosystem. Once again, write a headline and short description for the value created for each stakeholder group.
5. When you have completed creating your Strategy Report, practice presenting it to your team or a friendly, receptive audience before giving a more formal presentation. This method of active iteration and practice allows you to evolve and improve your story.

Additional activity resources and templates can be found at: www.theartofopportunity.net.

