

## **NINE COMPLEX AND INTERRELATED ELEMENTS OF STRATEGY**

### **VISION**

*What are our Dreams and Aspirations?*

*What do we want to look like in 5, 10, 15 years?*

### **MISSION**

*What business are we in?*

### **VALUES**

*What do we prize?*

*What drives our business?*

### **MARKETS**

*Which markets should we be in?*

*Which markets do we need to create?*

### **CORE COMPETENCIES**

*What are we good at?*

*What do we need to be good at?*

*How can we leverage our competencies into products and services for market we serve?*

### **PRODUCTS & SERVICES**

*What kinds of products and services should we provide for the markets we serve?*

*How do we use these products to carve out a market niche?*

### **BUSINESS ENVIRONMENT**

*What are our strengths and weaknesses?*

*What Threats and Opportunities do we face from Environmental Factors?*

### **STAKEHOLDERS**

*Which group of individuals are affected by the way we do business?*

*How do we establish win-win relationship with our stakeholders?*

### **CRITICAL RESOURCES**

*Which are the Critical Resources do we need to do business?*

*What should we do to ensure a steady supply of these Resources?*