AgendaScope

The Core of our Strategy
Prioritising the decisions that achieve our objectives

Horizon: 6m/1y/2y/3y

OBJECTIVES An objective represents something we want: product market fit, profitability, scalable infrastructure, etc.

#1   **#2**   **#3**

CONTEXT

COMPETITION
What moves are competitors making/not making? What do they imply?

TRENDS
What trends are likely or beginning to affect your industry/markets?

RULES
What are the rules can we break to create advantages & opportunities?

USER DESIRES
What progress is a customer trying to make in their lives or their businesses?

VALUE CHAIN
Where are you in your industry value chain? Are you in an advantageous or disadvantegous position and why? (See: https://taon.co.uk/value-chains)

MARKETS
What markets do we understand best? What is important in & about those markets?

CAPABILITIES & RESOURCES
What capabilities do we have? What resources are available to us? How could they be exploited to create new value?

DIAGNOSIS

IDENTIFY THE GAP / DIAGNOSE THE CHALLENGE
Given the context what are the key challenges in achieving the outcomes?

ACTION

Strategic Staircase

#1 DO
Highest priorty. Focus maximum effort on doing this.

#2 DO NEXT
When you can't tackle #1 directly

#3 PLAN
Concentrate on building capabilities & resources.

#4 EXPLORE
Identify constraints, capabilities & resources required.

Contingency

WHAT COULD GO WRONG?
Many things will go wrong but what could go wrong that shows this plan cannot work and we need to re-think?

HOW SHOULD WE COMMUNICATE?
When something goes wrong who should know? How should they communicate? Do they feel they have "permission" to speak?

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