

Welcome to Strategy Day!

**Feb 1, 2024
Propel & iterate**

Thinking about your company strategy

Level 1. The poster looks lovely on the wall

Level 2. We check-in every quarter

Level 3. I live and breathe the strat, brah

You'll here three angles on strategy today

What is a strategy, deeply - Tom

A strategic IRL case study - Dee

Where strategy meets team - Simon

Take it away Tom...

Take it away Dee...

Where strategy meets the team

The Cheat Sheet

Simon

PART 1

How to do what's in the book

**You Read the book. Bought the bullshit.
Now what?**

There was no “how”

Agile to the rescue

Workshops

Spend 1 day to 1 month in a room with nerf guns and chupa chups



Problems

- And the Why
- The diagnoses
- Categorize problems
- Deeply debate
- Keep going

Guiding Principles

- Pick top few problems
- Big bold statements to fix
- Always something simple
- Often: “target X users with Y problem”
- Include “who”

Coherent Actions

- Initiatives
- Epics
- Experiments
- Features
- Brainstorming

Test against problems

Book goes on and on about action



“Defining strategy as broad concepts, thereby leaving out action, creates a wide chasm between ‘strategy’ and ‘implementation.’”

“A strategy that fails to define a variety of plausible and feasible immediate actions is missing a critical component.”

SIDE NOTE: Coherent actions - work together to multiply impact

Good Example:

Problem: Apple wanted seamless device UX

Actions: Build both the software and hardware

Counter Example:

Problem: Short term profits and long term sustainability

Actions: Aggressive sales and reduction in support resources

PART 2

How to embed in day to day team work

**What is the goal of all
product delivery teams?**

***Transfer of value to
customers***

Score all initiatives by value to a customer

	Stake holder value				
features	buyer product discovery	sellers profits	support time	company	TOTAL
F1					
F2					
F3					
F4					
F5					

Who should score?

Pipeline

All Ideas Big-V +

Filter Sort Q ... **New** ▾

↓ Total Venue Value ▾ | Status ▾ + Add filter

Reset **Save for everyone** ▾

Aa Name	Status	Equaliser	# Venue Time Savi...	# Venue reach	Σ Total Venue Value	# Venue Mon...	# n		
Recurring events	Done	Bookings	4.375	4.375	19.14		9		
Post To Socials	In Progress	Promotions	4	4.125	16.5		9		
Advanced Entertainer Search (marketplace lite)	In Progress	Marketplace	4.25	3.875	16.47		9		
Venue/Entertainer Comms (p2p chat)	In Progress	Comms	3.75	4.125	15.47		9		
Agents V1	Done	Agents	4.5	3.375	15.19		9		
Calendar View	Done	Bookings	3.375	4.375	14.77		9		
On The Nite Comms (event chat)	Backlog	Comms	3.625	3.625	13.14		9		
Agent, Entertainer can adjust booking details	Backlog	Events	3	4	12				
Run Sheet - per event	In Progress	Comms	3.25	3.625	11.78		9		
Calculate ▾					SUM	859.71			

Give teams a “Value Point Weekly Target”

What about bugs and tech debt?

Thanks

Question Time