

# STRATEGY PLANNING

DEFINE | MEASURE | ANALYZE | IMPROVE | CONTROL

**CURRENT MARKETS**  
High Customer Expectations  
Friction-Free Customer Experience  
User-Friendly Automated Platforms  
Changes Customer Preferences  
Future Customer Needs/Wants  
Simple, Hassle-Free Processes  
Changes Competitive Landscape  
Introductions of New Technologies



## BUSINESS ANALYTICS PLATFORM

Supply of Data and Information  
into the Design Phase



## KEY BUSINESS MODELS

PCPD Tree Diagram  
Hoshin Planning Model  
Affinity Diagram  
Road Mapping

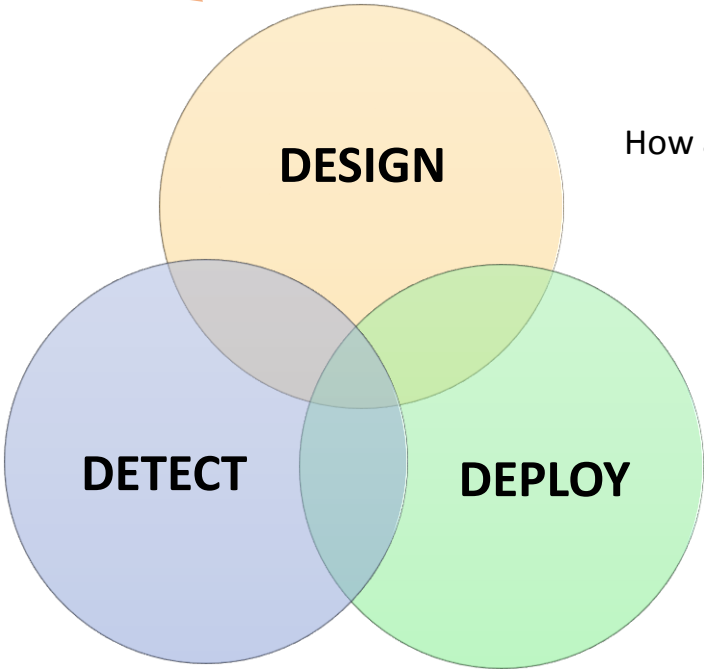
## KEY FOCUS DURING THE DESIGN PHASE

Define Company Culture  
Mission/Vision Statements  
Operational Excellence Strategy  
Financial Goals and Objectives  
Long-Term Investment Strategy  
Risk Assessment and ROI Analysis



## DESIGN PHASE

Top Management  
How and Where do we generate revenue?  
DEFINE



## DETECT PHASE

Supervisors / Employees  
When do we generate revenue?  
IMPROVE | CONTROL

## DEPLOY PHASE

Middle Managers  
Who and What will generate revenue?  
ANALYZE | MEASURE