GENESIS STRATEGY DEVELOPMENT FOUNDATIONS WORKSHEET

This worksheet structure can be used by facilitators seeking to guide stakeholders and employees contibuting to the development of a consensus view about strategy for an organisation. It can also be used to help shape their own personal strategies and outlook.

	TIME PERSPECTIVE								
FOCUS	BEING		BECOMING						
	PAST - where have we come from?	PRESENT -	FUTURE PLANNING - how will we get there?						FUTURE OUTCOME - where do we want to go, what do we want to be?
			FORECAST	BASE CASE CHANGE	ALTERNATIV E SCENARIOS	ADDITIONAL CHANGE (GAP)	TOTAL	SUMMARY	DESIRED FUTURE
Preliminary Analysis									
Activities									
Achievements									
Recognition									
Rationale	 							 	
Vision									VICION CTATEMENT
	 					-		1	VISION STATEMENT
Situation									Desired future situation
Outcomes								1	Desired future outcomes
Personality/Identity									Desired future personality/Identity
Size									Desired future size
Location									Desired future location
Trend / growth rate									Desired future trend/growth rate
People									Desired future people
Innovation									Desired future innovation
Mission (who we are, what we do)		MISSION STATEMENT							
Core Activities									
Core Products									
Core Markets									
Role/business definition									
Values & Culture (what we believe, stand for & standards of conduct)		VALUES STATEMENT							
Beliefs									
Principles									
Sense of Belonging									
Capability									
Strengths				1	1				
Weaknesses									
External Assessment									
Opportunities	+							1	
Threats	1			!	!			OTRATEGIES	
Strategies								STRATEGIES	
Growth preferences									
Risk Analysis	ļ								
	1								
					1				