

# Unleashing Your Potential

## Step 1. Learn Strategy Tools (click links below)

Porter's Five Forces  
(1)

<https://hbr.org/1979/03/how-competitive-forces-shape-strategy>

Blue Ocean Strategy  
(2)

<https://motamem.org/wp-content/uploads/2018/04/blue-ocean-strategy-HBR.pdf>

Have You Tested Your Strategy?

<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/have-you-tested-your-strategy-lately>

Do or Die Questions Boards Should Ask About Technology

<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-do-or-die-questions-boards-should-ask-about-technology>

SWOT Analysis

<https://www.investopedia.com/terms/s/swot.asp>

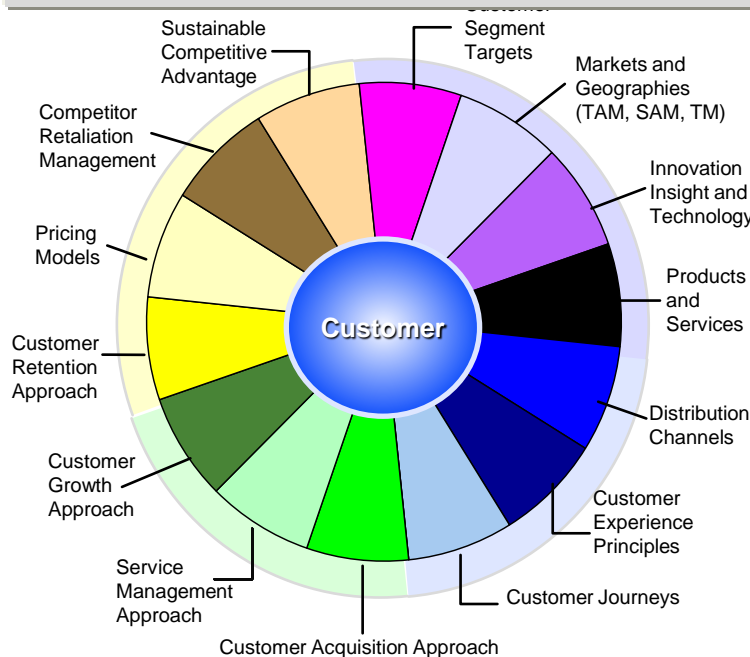
Can You Say What Your Strategy is?

<https://hbr.org/2008/04/can-you-say-what-your-strategy-is>

Future of 'X'  
(society, work, etc.)

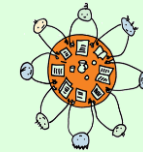
## Step 2. Create Vision

**Ask yourselves: How are we unique?  
How will we deliver a coveted distinctive mix of value?<sup>1</sup>  
How will we create an uncontested market space?<sup>2</sup>**



**Companies are usually customer, product or service centric.  
Choose what's best for your company but consider the implications.**

## 3. Formulate Strategies



Facilitate



Create

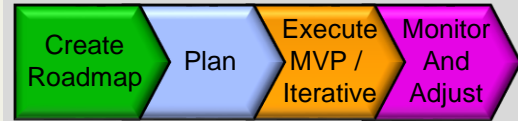


Validate



Articulate  
(35 words or less)

## 4. Implement Enablers (click links below)



**Organization and People**  
Organize for change

Lead change with empathy and sensitivity  
Build a high-performance culture  
Cultivate employee engagement  
<http://www.kevinjfield.com/culture/>

**Digital Transformation**

<http://www.kevinjfield.com/digital/>

**Business Operations**

Streamline operations  
Create centers of excellence  
Refine Management Operating System

**Partnerships, Ecosystems, JVs**

**M&A (programmatic)**

**Rationalize**  
Portfolios, Projects  
New Governance, Strengthen Alignment  
Project Portfolio Management

**Divest Non-strategic**

**With barriers to entry lowering, new entrants in traditional markets, new competitors forming overnight from M&A, and customer expectations rising rapidly, "business as usual" is no longer a strategy.**

**To take your company to the next level, you need a winning strategy, impeccable execution, and a continuous investment in people and culture.**

**If you're looking for a new approach, let these four steps help you on your journey.**

Kevin J. Field

[www.kevinjfield.com](http://www.kevinjfield.com)

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