

Unleashing Your Potential

With the changing economic climate, evolving employee sentiment, new digital natives entering traditional markets, new competitors forming overnight from M&A, and rising customer expectations, "hoping for the best" isn't the answer.

To thrive, you need the right strategy, impeccable execution, and a continuous investment in people and culture.

Let these five steps guide your journey.

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Unleash - Version 2.0

www.kevinjfield.com/unleash

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.)

2. Conduct Industry Structure Competitive Analysis

In which strategic group should we compete? How are we unique?
How will we deliver a coveted distinctive mix of value?¹
How will we create an uncontested market space?²

Strategic Group Mapping



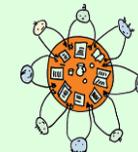
Alternative Dimensions	Concerns
<ul style="list-style-type: none"> Quality/performance Convenience Geographic reach Customer segment Brand identification Innovation Low-cost value chain 	<ul style="list-style-type: none"> Product/service differentiation Breath of product/service range Distribution channels Uncontested market space Ecosystem integration Vertical integration (downward) Vertically integrated (upward) Stuck in the middle Mobility barriers Competitive rivalry Threat of new entrants Threat of substitution Bargaining power of: Distributors, buyers, suppliers

3. Create Vision



Companies are usually customer, product or service centric.
Choose what's best for your company but consider the short and long-term implications.

4. Formulate Strategies



Facilitate



Create



Validate



Articulate
(35 words or less)

5. Implement Enablers (click links below)



Cultivate Employee Engagement
<http://www.kevinjfield.com/care>

Organization and People
Change Management People Strategy
Lead change with empathy and sensitivity
Build a high-performance culture
<http://www.kevinjfield.com/culture/>

Digital Transformation
Strategy versus Technology
Digitizing versus Digital Transformation
<http://www.kevinjfield.com/digital/>

Business Operations
Streamline operations
Create centers of excellence
Refine Management Operating System

Strategic Cost Reduction
Rationalize portfolios, projects
Consolidate infrastructure, operations, systems, technology, data centers
Create Shared Services

M&A
Big bang vs programmatic vs rollup
Platform, adjacency, fold-in

Partnerships, Ecosystems, JVs

Divest
Non-strategic, Underperforming