

Unleashing Your Potential

Amid AI-driven disruption, elevated cost of capital, AI-native competitors forming overnight with zero legacy overhead, escalating customer demands, and a workforce redefining what work means, the imperative to adapt has never been more urgent.

To thrive, you need the right strategy, relentless execution, and people and culture built for constant change.

Let these five steps guide your journey.

Kevin J. Field

Unleash - Version 4

www.kevinjfield.com/unleash

1. Learn Strategy Tools
(Click on Links)

Porter’s Five Forces

kevinjfield.com/porter

Blue Ocean Strategy

kevinjfield.com/blueocean

Have You Tested Your Strategy?

kevinjfield.com/tested

Do or Die Questions Boards Should Ask About Technology

kevinjfield.com/doordie

AI: How Boards Can Evolve

<http://kevinjfield.com/aiboards>

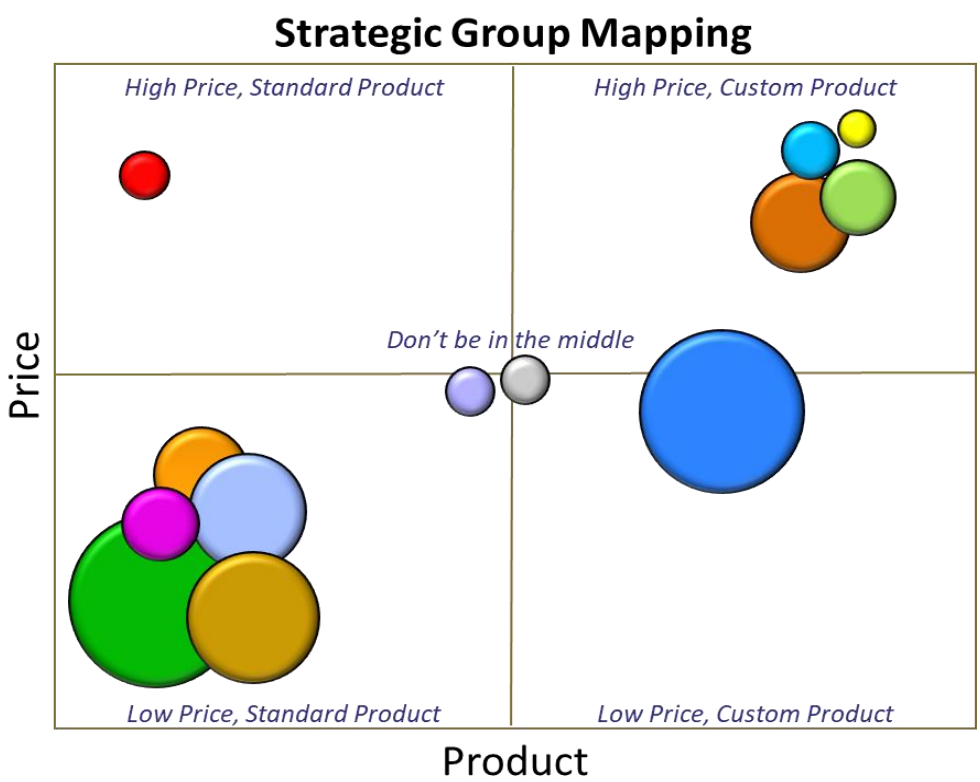
Can You Say What Your Strategy is?

<http://kevinjfield.com/strategyis>

Future of ‘X’
(society, work, etc.)

2. Conduct Industry Structure Competitive Analysis

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



Alternative Dimensions		Concerns
• Quality/performance • Convenience • Geographic reach • Customer segment • Brand identification • Innovation • Low-cost value chain	• 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 • Proprietary Data and AI • Mobility barriers • Competitive rivalry • Threat of new entrants • Threat of substitution • Bargaining power of: Buyers, suppliers, distributors

3. Formulate Vision
(Customer and Employee)

Customer, product or service centric?
Choose what’s best for your company but consider the short and long-term implications.



4. Create Strategies

Facilitate

Create

Validate

Articulate
(35 words or less)

5. Implement Enablers
(Click on Links)

Create Roadmap Plan (MVP) Execute And Iterate Monitor And Adjust

Build a World Class Culture
Lead change with empathy and sensitivity
Change management people strategy
Cultivate employee engagement
kevinjfield.com/worldclass

Create Significant New Value
Margin Enhancement
Strategic Value Enablers
Sustainable Value Drivers
Valuation Enhancement
Growth Enablers
Drive EBITDA
Strategic Cost Reduction
kevinjfield.com/value

AI and Digital Transformation
Strategy versus Technology
Digitizing versus Digital Transformation
kevinjfield.com/digital

Mergers and Acquisitions
Big bang vs programmatic vs rollup
Platform, adjacency, fold-in
Acquisitions and roll-ups are different business models and require different skills from running a company. Knowing the strategies, operations, and KPIs, and having the expertise to implement them is key.

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

Partnerships, Ecosystems, JVs, Embedding

Divest
Non-Core, Non-strategic, Underperforming