



# STRATEGIC ALIGNMENT ACCELERATOR TEMPLATE

This template is designed to you to build and plan a winning strategic execution plan aligned to your business or digital objectives.



Why you should read and use this template.



Our goal is to help you to create and document a clear view of the objectives, then create a set of fully aligned strategic options and delivery plans which can be further refined and developed.

## Step 1 -Objectives setting

Objectives are the definition of what we are trying to achieve. Once these are achieved our vision will be realised. Objectives are often also called goals or outcomes.

It is essential to create clear objectives which everyone buys in to in order to create clarity and purpose across the organisation.



# Objectives builder

## Creating a guiding purpose

The vision for the organisation defines what the organisation will become after all of your objectives have been achieved. A vision can be either a detailed description of the organisation and how it will operate or can express how the market/customer experience will change after your objectives have been realised.

Write down your vision and when it will become a reality...

My organisation's vision is ..

My vision will be realised on (dd/mm/yy) ..

## StrategyWorks®

StrategyWorks is our cloud based strategy management solution which is designed to automate and help you to create and maintain perfect alignment from your programs and projects to outcomes.

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# Objectives builder

For each of the following areas, which objectives in these **must** you achieve in order for your vision to become a reality? Identify one or more objectives in each of the following areas.

Financial perspective  
(E.g. grow revenue)

Customer perspective  
(E.g. expand internal customer base)

Internal business/  
operational perspective  
(E.g. simplify operations)

Innovation and learning perspective  
(E.g. innovate 2 new leading products)

Other perspective

Note : The more objectives created, the harder it will be to focus on what is important.  
We recommend keeping it to 5 key objectives that will drive the vision (if possible)

## Step 2 – Strategic options builder

The purpose of this strategic builder is to help you think out of the box about ways of achieving your objectives that may not have considered previously. The purpose is to properly assess potentially innovative ways of achieving the objective and not leaping in to the first (or current) way of executing which may not be the best option.

# Strategic options builder

For each business objective consider what are the different possible options we have to achieve that outcome. This is best done collaboratively.



Remember, the first idea to deliver an objective isn't always the best one.

Use this template to write out your objectives previously created and brainstorm the different possible ways each objective could be achieved.

Objective : E.g. Grow Revenue

We could achieve this objective by...

Option 1

Option 2

Option 3

Option 4

Option 5

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## Rate and rank options

The next stage is to rank your chosen options based on their risk, how much is known about them and assumptions being made.

For options that are new, little is known about them, or they are high risk, plan in more frequent review points to validate assumptions and ensure they are still the right course of action.

Option 1

<Strategic option name>

Option overall risk rating : High / Medium / Low

We will review this strategy every : xx days/ weeks/ months

Key risks

Key assumptions

.....

.....

.....

.....

.....

.....

## Identify multiple strategies for each objective

For some objectives, a range of different strategic outcomes are required to achieve the objective. For example, to grow revenue, there may be a sales strategy, a marketing strategy and a partnership strategy which must all be created and deployed in order to achieve the required growth objective.



## Step 3 –Execution builder

Having ranked strategic options and picked a preferred option, the next step is to consider how that strategy will be executed.

To do this, identify any existing initiatives, programs or projects which will deliver the strategy. Consider what gaps still exist and what new initiatives or projects are required to delivery the strategy. For each of these delivery paths, consider who is the person or team who will deliver these options.

Once complete, the initiatives under the chosen strategies should achieve the objective. The goal is to ensure there are enough initiatives/projects to support the objective.

# Build execution plans

Each objective is delivered by a series of supporting strategies. Each strategy can be delivered by new or existing programs or initiatives. The goal is to ensure there is complete coverage and that the completion of all of the programs will result in the objective completion.



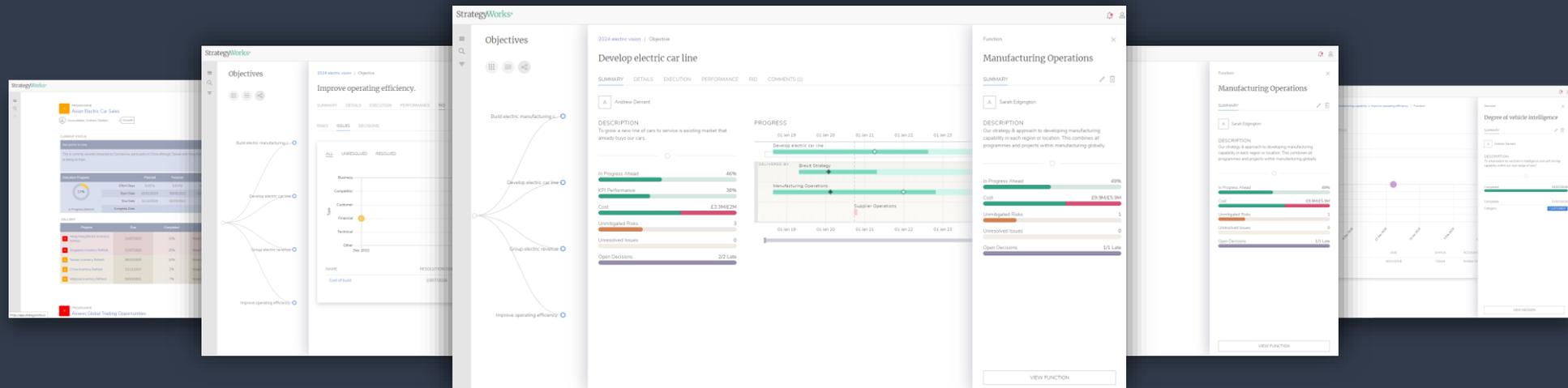
Once an aligned strategic execution plan has been defined, actively monitor the strategies and execution portfolio to ensure the outcomes and benefits achieve business objectives.



# StrategyWorks®

If you are planning your objectives and strategy and would like some guidance and views of what works.

Alternatively, if you are interested to see how the latest strategy execution management platform can help you achieve your objectives faster, book your no obligation demo.



[Book a demo](#)

StrategyWorks is the leading strategy management platform that makes it simple and easy to build, manage and track your strategy across the whole organisation.