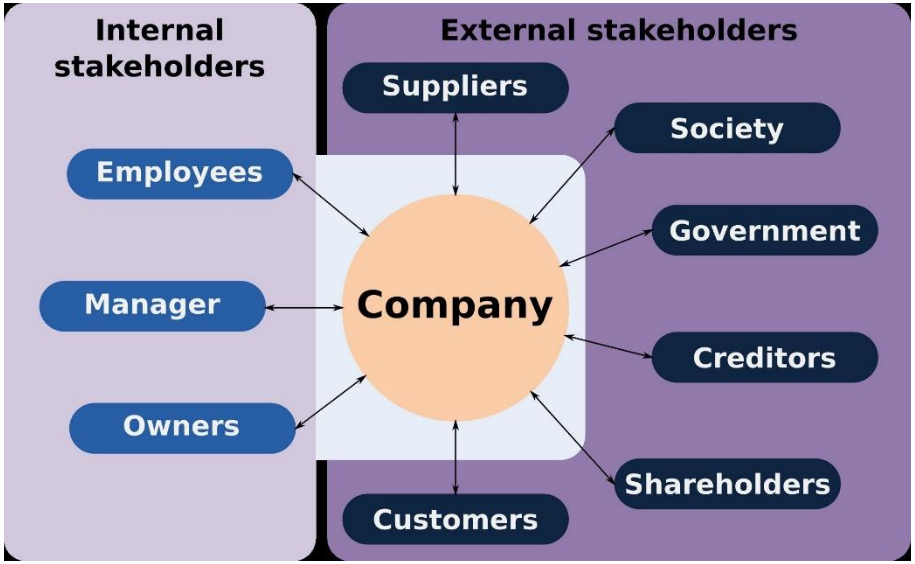
Strategic Planning Tools

Examples

Stakeholder Map

A stakeholder map helps organizations identify, analyze, and prioritize their stakeholders.

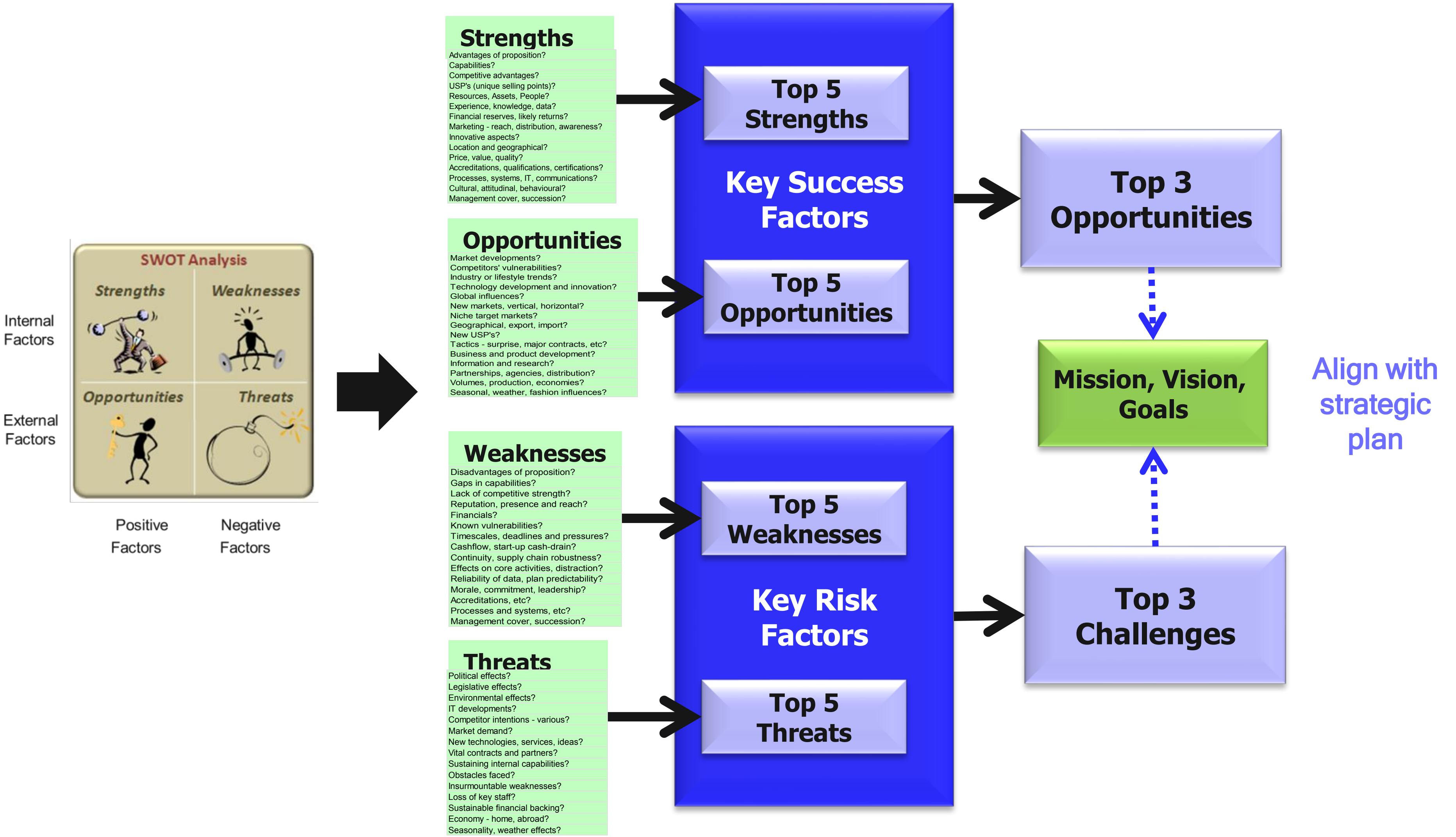


A stakeholder map is a vital tool for managing relationships and ensuring the success of projects or initiatives by keeping stakeholders' needs and influence in focus.

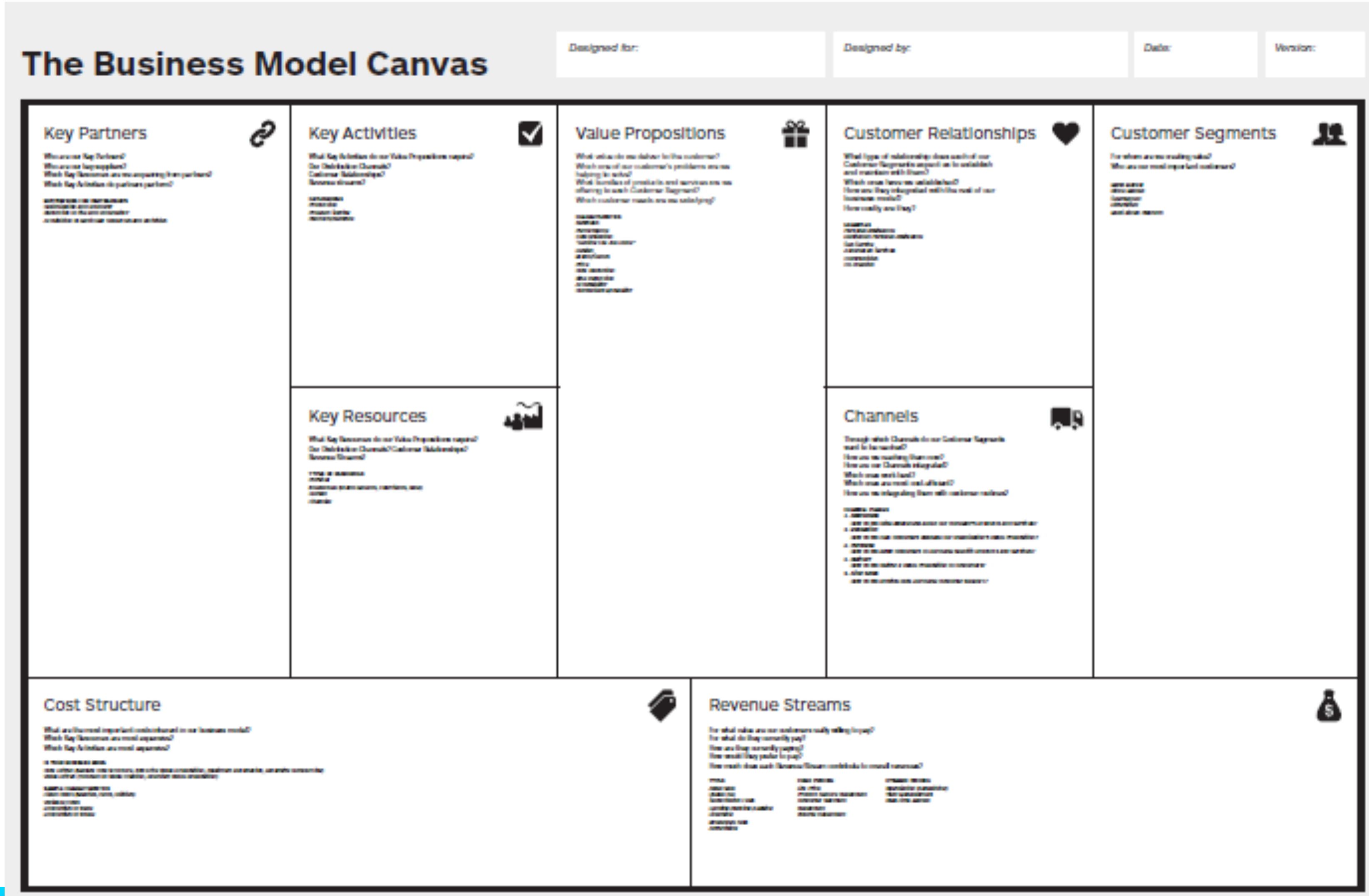
BENEFITS OF A STAKEHOLDER MAP

- **Clear Understanding of Stakeholders:** It visually represents all the individuals, groups, or organizations that can impact or be impacted by a project, decision, or business activity. This clarity is essential for recognizing who holds influence and interest.
- **Prioritization:** Not all stakeholders have the same level of influence or interest. A stakeholder map helps prioritize those who require the most attention, ensuring efficient resource allocation and communication efforts.Improved
- **Communication:** By identifying key stakeholders and their needs, a stakeholder map helps tailor communication strategies, ensuring that the right messages are delivered to the right people at the right time.
- **Risk Management:** Understanding stakeholders' positions and influence helps anticipate potential conflicts or resistance. A stakeholder map allows organizations to address concerns early, reducing the likelihood of problems later on.
- **Better Decision Making:** With a clear view of who is involved and how they may be affected, organizations can make more informed decisions that consider the interests of various parties, leading to more successful outcomes.
- **Alignment of Interests:** It helps ensure that projects align with the needs and expectations of key stakeholders, increasing the likelihood of buy-in and long-term support.

SWOT (KSF KRF) Synthesis



Business Model Canvas



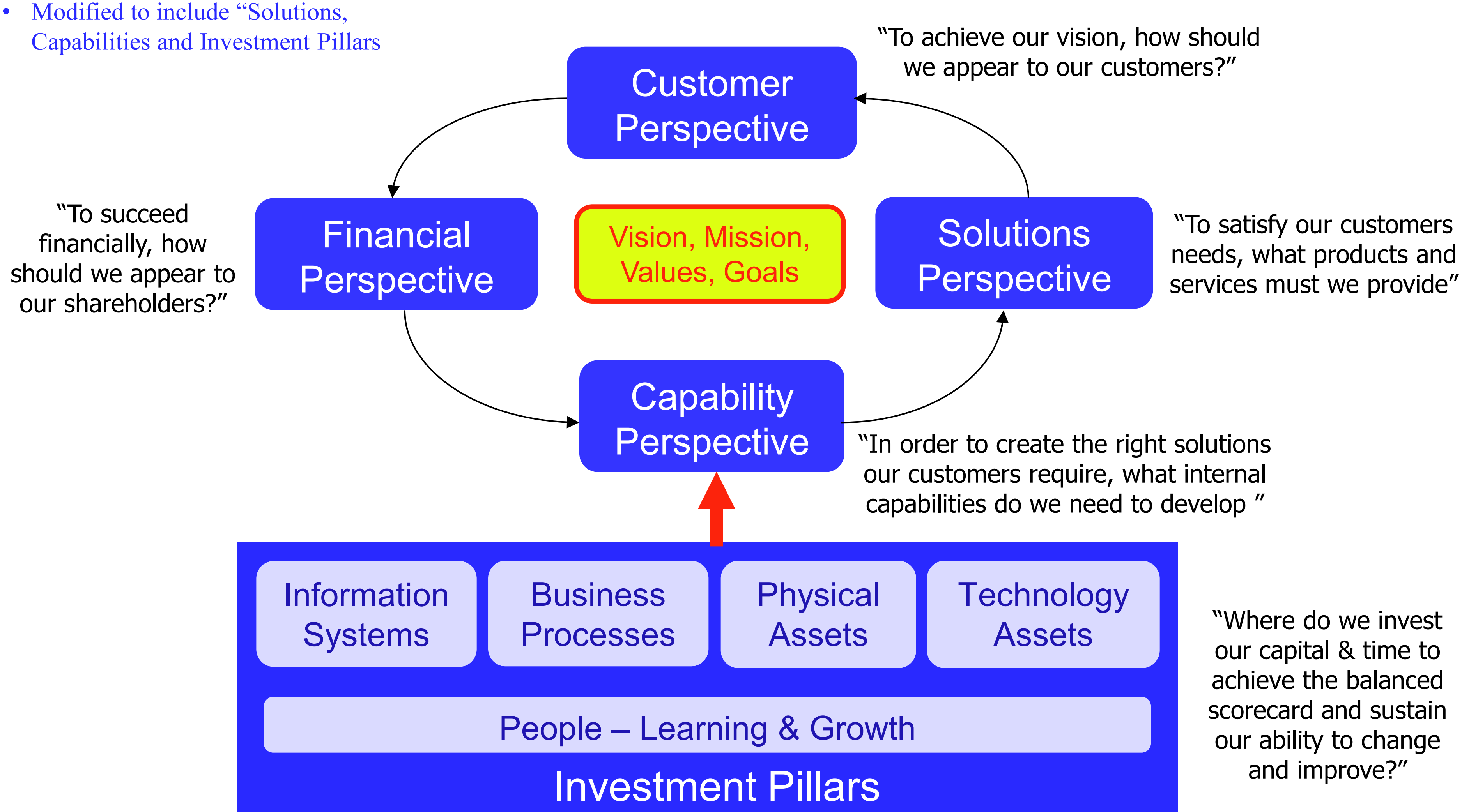
Balanced Scorecard

masterkey business solutions

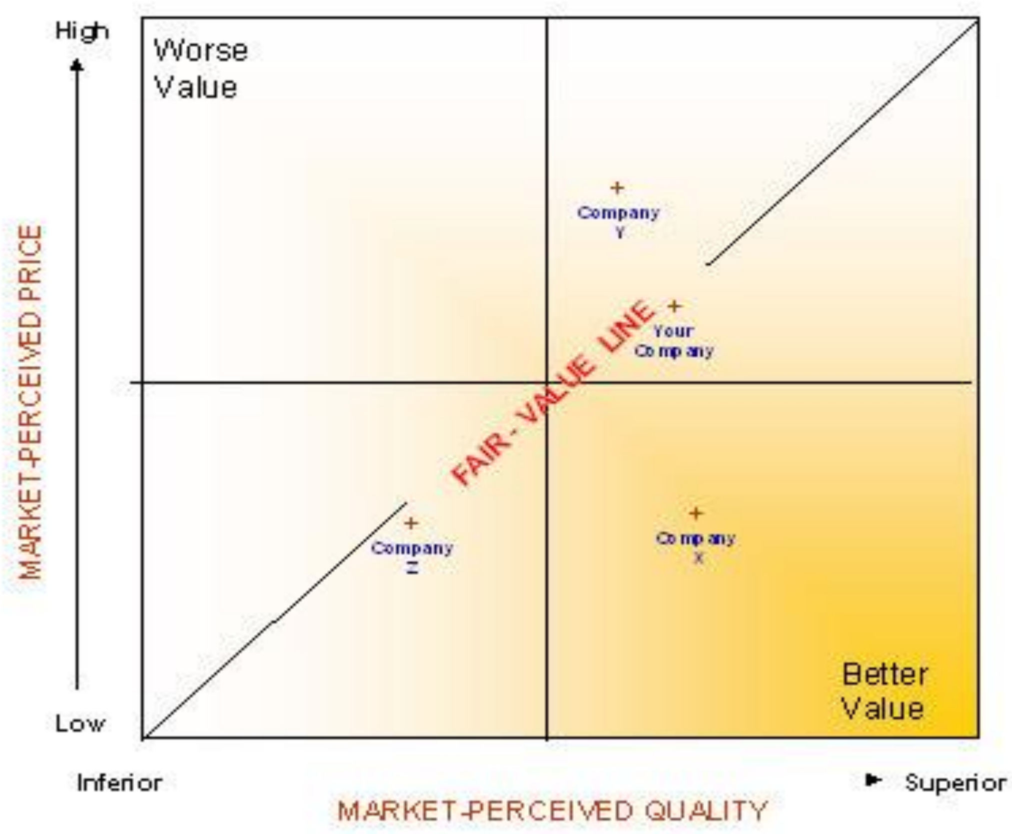
BUSINESS MANAGEMENT SYSTEM

Source: Kaplan and Norton

- Modified to include “Solutions, Capabilities and Investment Pillars



Value Map

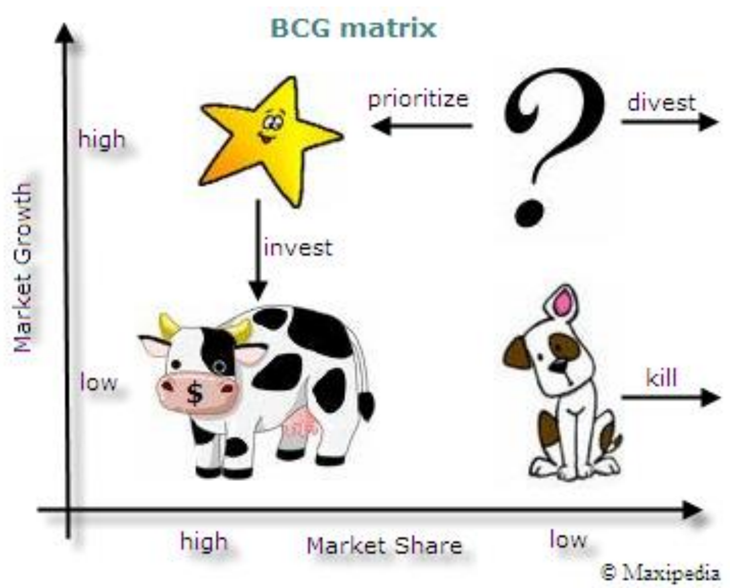


For a given set of known product offerings, at specific points in time, customers are likely to internalize, a perspective as what constitutes a fair value.

This relationship can be conceptualized as a fair value line with each point on the line representing a specific combination of benefits and price that is considered a fair value by the market.

Growth / Share Matrix

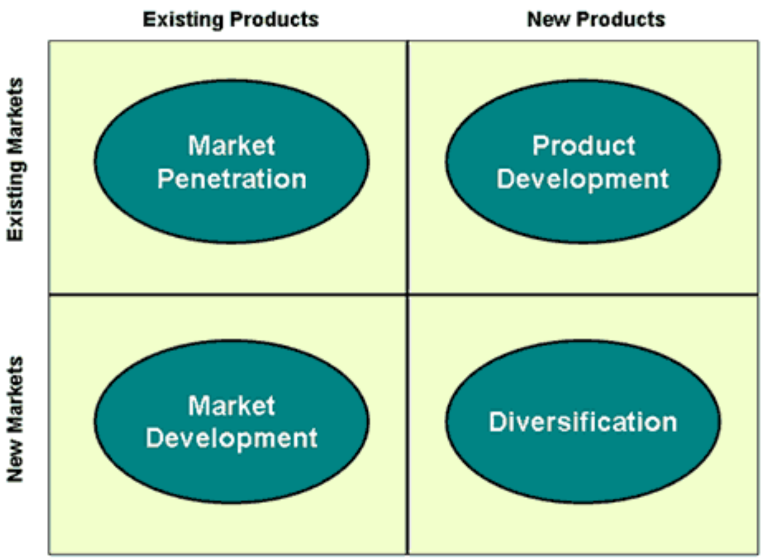
The Growth / Share matrix (aka BCG-matrix) helps corporations analyze their business units or product lines and allocate resources. It has two controlling aspect namely relative market share (meaning relative to your competition) and market growth. You would look at each individual product in your range (or portfolio) and place it onto the matrix. You would do this for every product in the range. You can then plot the products of your rivals to give relative market share.



Dogs. Products with low share, low growth. They do not generate cash for the company, they tend to absorb it. Kill.
Cash Cows. Products with high share, low growth. Cash Cows generate more than is invested in them. Keep.
? Problem Children. Products with low share, high growth. They consume resources and generate little in return.
Stars. Products that are high growth markets with a relatively high share of that market. Stars tend to generate high amounts of income. Keep and build your stars.

Product / market matrix

The Ansoff Product-Market Growth Matrix is a marketing tool which helps businesses consider ways to grow via existing and/or new products, in existing and/or new markets – there are four possible product/market combinations.



Market Penetration – takes existing customers share (red bloody ocean, organic growth). Lowest risk, lowest reward.
Product Development – new products onto existing market. Example McDonalds "burger of the month". Strategy – attract new customers and pull through.
Market Development – existing products into new markets. Example would be "go out of province" to acquire an insurance company.
Diversification – entering new markets with new products. Example - Virgin Group to leverage their brand. High risk / cost , potential high reward.