Flow Radar

STRIVE – Strategic Resonance Intelligence

In today's complex and adaptive business environments, the **success of a company strategy** does not solely depend on content and KPIs – it **depends on whether people resonate with it**. A strategy must be more than a document. Too often, **strategies fail** not because they are poorly crafted, but **because they remain** abstract and **unconnected to the lived experiences of teams**.

▶ *STRIVE offers a new lens for strategic success: not in terms of theoretical fit, but in terms of functional, emotional and social resonance.*

Use Case 1 Strategy Rollout Health Check

Before launching a new strategy, STRIVE is used to test resonance potential across pilot teams – **preventing misalignment before it becomes systemic**. Early warning signals about transformation fatigue and confusion allow the management to revise tone and pacing before rollout.

Use Case 2 Cultural Risk Mapping

STRIVE highlights invisible resistance and emotional fractures, enabling management to **intervene before dysfunction manifests in performance**. The emotional dimension for example reveals "conspiracy" markers which lead to "parallel worlds" in teams. Addressing those gaps by management returns cohesion and intended mindset.

Use Case 3 Transformation Tracking

STRIVE allows tracking of how deeply the strategy has taken root. In scale-up environments companies can use STRIVE in a quarterly cycle to track whether the team's mindset was evolving in sync with a certain product or market shift. The sensors provide clear visibility into strategic effectiveness.

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STRIVE Architecture

In today's complex and adaptive business environments, the **success of a company strategy** does not solely depend on content and KPIs – it **depends on whether people resonate with it**. A strategy must be more than a document. Too often, **strategies fail** not because they are poorly crafted, but **because they remain** abstract and **unconnected to the lived experiences of teams**. STRIVE measures the constancy, viability, acceptance, and coherence of a company's strategy – **not as an external assessment, but from within the team's felt reality.**

STRIVE provides a framework for understanding:

- Whether a strategy activates or alienates people
- Whether it creates a coherent social system
- Whether is is sustainable under real-world pressure

Flow Radar's STRIVE module makes these dynamics measurable

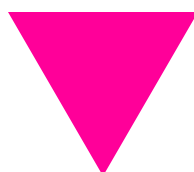## **3** Dimensions **12** Sensors

Functional Dimension
From Intention to Transformation
5 Sensors

Emotional Dimension
Strategy and Intrinsic Motivation
5 Sensors

Social Dimension
Building a Defensible System
2 Sensors

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Functional Dimension

From Intention to Transformation

Picture a team reading a new strategic directive. Do their eyes glaze over, or do they sit up straighter, intrigued by the challenge? The functional dimension of the STRIVE module captures this subtle, yet critical response.

In other words: this dimension measures whether the content and framing of a strategy are functional capable of resonating with a team's operational reality.

These sensors reveal whether a strategy can move from the abstract into action - move from a piece of paper into the team's operational core – turning ambition into transformation?

Here, five sensors work in concert to measure the practical resonance of a strategy:

1 **Affection**
Is the team genuinely affected by the strategy's expectations? Does it stir them, call for attention?

2 **Emotion**
Beyond logic, does the strategy trigger a feeling – curiosity, passion, urgency?

3 **Transformation**
Can the strategy trigger a shift in how people think, work, or relate? Can it lead to actual change in mindset and behavior?

4 **Unavailability**
Is the strategy aspirational without being demoralizingly out of reach?

5 **Resonance**
[responsive] Does the strategy establish a bridge between what is asked and what the team experiences? Does it create a meaningful connection between expectation and team reality?

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Emotional Dimension

Strategy and Intrinsic Motivation

Now picture the same team one month later. Are they still speaking about the strategy? Or has it vanished into the daily grind? This is where emotional resonance matters.

STRIVE evaluates how the strategy interfaces with the team's internal world – their beliefs, energy and identity.

This dimension investigates how a strategy affects the inner world of the team. Does it bring clarity, or confusion? Does it nurture long-term emotional commitment?

These sensors indicate whether a strategy becomes emotionally internalized or emotionally avoided.

Emotional resonance is not a soft metric; it's a measure of strategic sustainability.

Here, five sensors indicate the ability of a strategy to touch the team's internal world:

6 Confusion

Does the strategy breed doubt, disorientation, or any form of contradiction?

7 Clarity

Are key messages emotionally graspable and intuitively coherent? Are the statements comprehensible and consistent?

8 Continuity

Is the strategy able to maintain emotional momentum over time and does it sustain long-term engagement?

9 Consciousness

Is the strategy actively present in the minds of the team during real decisions in daily business?

10 Conspiracy

Are subcultures forming to resist the strategy beneath the surface? Are there any signs of parallel worlds that weaken cohesion?

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Social Dimension

Building a Defensible System

Finally, a resonant strategy must do more than affect individuals – it must bind people together. Like a good story, it creates a shared understanding of what matters and why, how decisions are made, and how boundaries are protected.

A resonant strategy not only touches individuals – it holds teams together. This dimension evaluates the systemic coherence and integrity created by the strategy.

These sensors reveals if a strategy builds a social system that people are willing to defend, not just follow.

Here, two sensors work in concert to measure the practical resonance of a strategy:

11 **Synchronized Resonance**

Does the strategy evoke a unified sense of purpose across the entire team? Is the strategy able to activate a shared commitment?

12 **Art of Defence**

This multi layer sensor splits into two analytical observation areas:

Layer 1: System Acceptance

- Are the team's expectations and beliefs reflected?
- Do communication and leadership behaviors reinforce the strategy?
- Are day-to-day decisions aligned with strategic principles?
- Do team actions enhance rather than undermine strategic momentum?

Layer 2 (Overlay): Limbic Profile Mapping

- Is there a match between the strategic system (intended strategy) and the team's limbic profile (intrinsic team reality)

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Resonance meets Strategy

The Theoretical Foundation

Imagine strategy not as a roadmap, but as a melody. For it to work, it must be heard, understood, and emotionally absorbed by its players – the team. The moment when people and the world 'respond' to each other – when action is not just executed, but felt – is best described and explained by the Resonance Theory. In this light, strategy becomes a potential source of resonance. But it can also become a source of alienation when it fails to touch people. STRIVE brings this concept into practice, turning resonance from a philosophical insight into an operational tool.

STRIVE decodes strategy from inside-out – by measuring how strategy interacts with the functional, emotional and social structures of a team. The result: actionable insights for leaders and teams who want to move beyond alignment to **strategic resonance**.

Implementation

Fast. Visual. Team-based.

FLOW RADAR was designed for agility. Team can engage with the tool in real-time or through guided reflection. No additional hardware. No complicated onboarding. Just structured insight into how strategy feels and functions.

1 **14-Day Insight Cycle**

Short surveys and reflections across 12 sensors

2 **3D Radar Output**

Visually engaging dashboard highlighting critical zones

3 **Dialog-Ready Reports**

Designed to spark team conversation, not just analytics

4 **Quarterly Pulse Option**

Build a strategic resonance baseline over time

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Conclusion

Strategy Only Lives When It Resonates

In the end, no strategy succeeds in PowerPoint alone. It lives – or dies – in the minds, emotions, and interactions of the people executing it. STRIVE gives leadership and teams a new strategic feedback layer: human resonance. It reveals whether a strategy can not only align people – but **touch, move, and transform them**.

In a world of uncertainty and AI, STRIVE does not ask: Is the strategy good on paper? It asks: Is the strategy alive in the team?

Flow Radar | STRIVE

Your strategy. In real time. In real people.

Important theories and methodologies that provided the basis for the STRIVE algorithms:

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9 | Waldrop, M. Mitchell. 1993. Complexity: The Emerging Science at the Edge of Order and Chaos. 1. Touchstone ed. New York, NY: Touchstone.

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12 | Willke, Helmut. 2014. Systemtheorie. 3: Steuerungstheorie: Grundzüge einer Theorie der Steuerung komplexer Sozialsysteme / Helmut Willke. 4., überarb. Aufl. Konstanz: UVK-Verlagsgesellschaft

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