

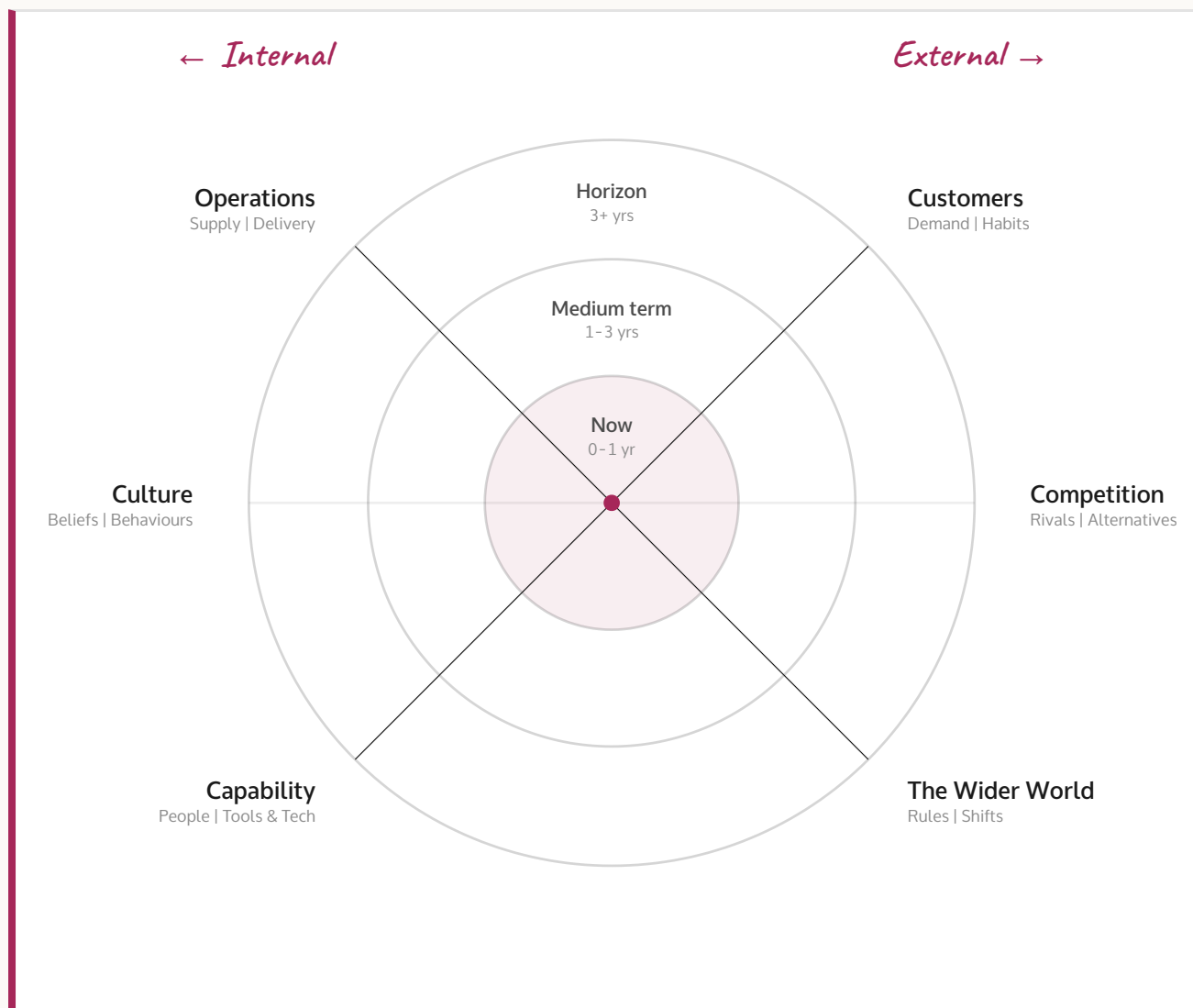
Strategy Radar

Reading the landscape together.

THE IDEA

Build a shared, honest picture of the forces shaping the organisation. Map them by area, by time (now, medium term, horizon) and by pressure, then look for the uncontested space.

Materials. Strategy Radar canvas, sticky notes, marker pens.



1 How to run it

- A** Discuss the categories with your group and surface early themes and observations.
- B** Once you reach some conclusions, populate the radar together, placing markers by time and pressure.
- C** Compare notes as a group, then ask where uncontested space sits that you could move into.

Marker size shows pressure

- **Small.** On the table, worth tracking
- **Medium.** Meaningful pressure, actively affecting you
- **Large.** Demands a strategic response

2 Uncontested space

Where could you move?

HOW IT WORKS

Map the forces on the organisation by area, by time and by pressure. Place each marker in the ring where you feel the most pressure, and size it by how strongly that force is acting.

A The six areas

Internal on the left, external on the right

Capability

PEOPLE · TOOLS & TECH

Your people, technology, and the skills and systems that let you operate effectively.

Culture

BELIEFS · BEHAVIOURS

The beliefs your team hold, and the habits that define how they work day to day.

Operations

SUPPLY · DELIVERY

How your supply and delivery work, and how reliably your core processes perform.

Customers

DEMAND · HABITS

How demand for what you do is changing, and how client expectations are shifting.

Competition

RIVALS · ALTERNATIVES

Who else is competing for the same clients, and what alternatives are emerging.

The Wider World

RULES · SHIFTS

Economic, regulatory, cultural and technological changes that set your context.

B The three rings

Now

0 TO 1 YEAR

Immediate pressures and current realities. What is true of your business today?

Medium term

1 TO 3 YEARS

Forces actively shaping your next chapter. What are you navigating or building toward?

Horizon

3 OR MORE YEARS

Longer-range shifts. What will define the context you operate in over time?

C Discussion prompts

Now

What is on the table right now that you are not fully facing?

Medium term

Where is the team's conversation ahead of where your strategy actually is?

Horizon

What are you not looking at that you should be?

Conclusions

What does this exercise reveal for your organisation?

Strategy

Strategy Radar

Reading the landscape together.

THE IDEA

Build a shared, honest picture of the forces shaping the organisation. Map them by area, by time (now, medium term, horizon) and by pressure, then look for the uncontested space.

Materials. Strategy Radar canvas, sticky notes, marker pens.

