Stratarius Stratarius



SOCIAL CLIMATE





BUSINESS STRATEGY

OPERATIONAL EXCELLENCE

Operational excellence delivers lowest total cost to customers - not always the lowest price. hut the hest overall value when all costs are considered

This includes consistently low prices, reliability that reduces lifetime costs, error-free and dependable service with standardized offerings.

CUSTOMER INTIMACY

Customer intimacy delivers the best total solution - not always intrinsically the best product or service, but the best results.

Customer intimate companies absolutely dominate in terms of HOW they deliver their offerings which are tailor-made to the broader needs of clients

PRODUCT LEADERSHIP

Product leadership

delivers breakthrough products or services that inspire anticipation and excitement,

delivering both tangible and experiential benefits rationally and emotionally.

These offerings are clearly better than alternatives and often pathbreaking in nature.



PEOPLE STRATEGY

PILLARS SELF-DETERMINATION

Everything starts with the right people with the right talents Whatever you do, you can't teach a fish to fly.

Cultivating the right talents

is paramount to augment the organizational capabilities to maintain a frontrunner.

People invest in their careers and expect a solid return which is broader than pay benefits and non-financial incentives

How the organizational structure and processes are designed are key to let your people thrive.

THE PARTS VS THE WHOLE

Business strategy will lay emphasis on individuals or the whole. A balance should be struck between the two.

MANAGING WEAKNESSES

Ultimately, people will have to deal with weaknesses of the business strategy which they may not have signed up for...

AUTONOMY

How concretely individuals can self-regulate and to what extent depends on the business strategy.

MASTERY

Which capabilities individuals need to strengthen exactly depends on the business strategy.

RELATEDNESS

How people relate to each other and the company's purpose, also depends on the business strategy.

JUSTIÇE

Do people perceive decision-making as fair? How about consistency, accuracy, bias-free...?

Do people perceive the communication about procedures and outcome as true and adequate?

to be treated with dignity and respect in applying the procedures?

DISTRIBUTIVE

Do people perceive the outcome (e.g., pay, promotion, hiring) to be fair?

EXECUTION

PROJECT 1



PROJECT 2



PROJECT 3









OUTCOME

What and how you invest in your people will have a return - positive or negative.

Offsetting the outcome against a zero-base measurement will provide you with insights: capitalize on the successes and abandon the failures.

OUTCOME BY PROXY

When investing in your people, you can set off the outcome against a zero-base measurement confined to people strategy.

E.g., when investing in reducing the perception of organizational injustice, you will want to measure the extent to which the injustice has reduced.

We call this an outcome by proxy, because the outcome does not per se say something about the actual outcome.

ACTUAL OUTCOME

Next to offsetting the outcome by proxy, you will want to set off the actual outcome against a zero-base measurement as well.

Ultimately, investing in people should result in higher profitability not per se on the short term, but definitely on the long term.

The actual outcome covers expenditure, turnover or a combination (i.e. profits). Other outcomes such as productivity - which may be a proxy of profitability may also be appropriate.



