



Strategy visualisation session

Visualise your competitive advantage



STRATEGY VISUALISATION



Strategy visualisation is the first step in developing a participatory environment for strategy creation and implementation.

Visualising your current strategy and emerging patterns in your industry will enable a more agile and transparent relationship between staff and management.



THE BUILDING BLOCKS OF THE OVERALL STRATEGY

BREAKING YOUR STRATEGY INTO PARTS



FINANCIAL
GOALS



REVENUE
STREAMS



MISSION



CUSTOMER
TYPES &
NEEDS

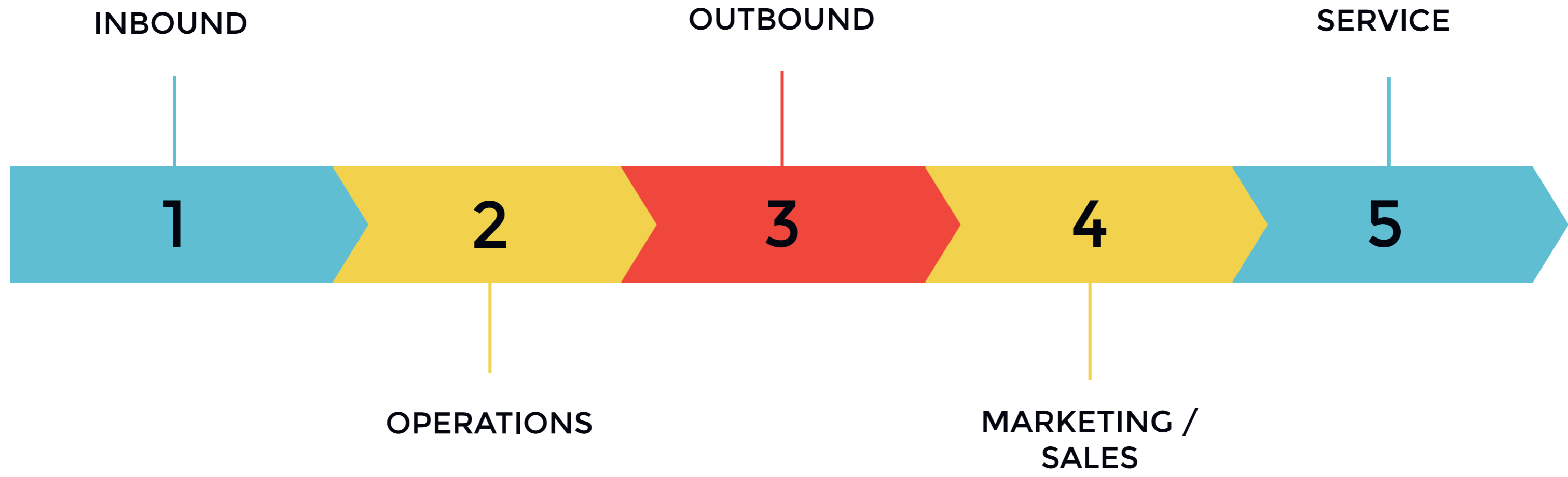


MARKETING
&
MEDIA



CHARTING THE ACTIVITIES FOR VALUE CREATION

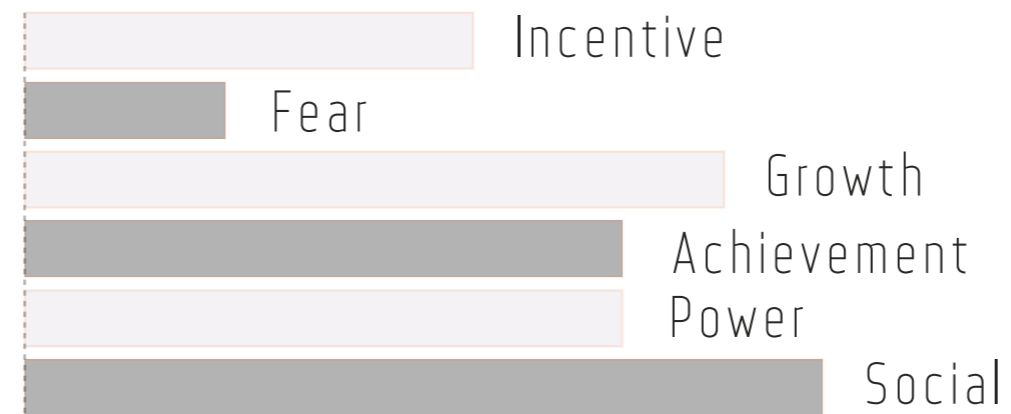
MAKING EVERYONE FEELING PART OF THE ALL



USER PERSONA



MOTIVATIONS



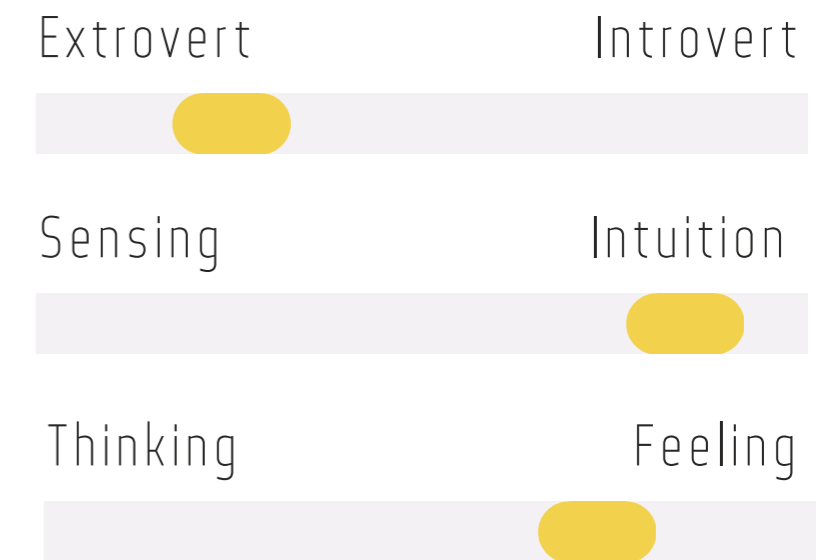
GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

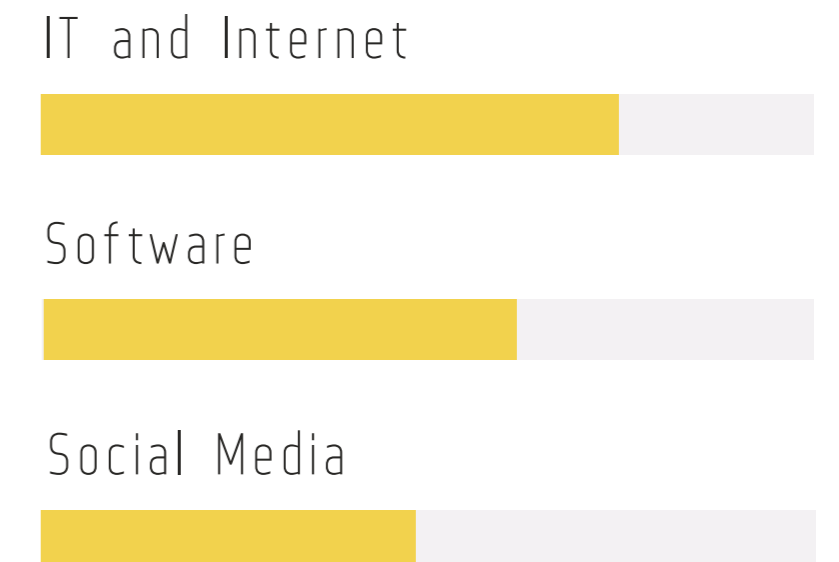
FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

PERSONALITY



TECHNOLOGY



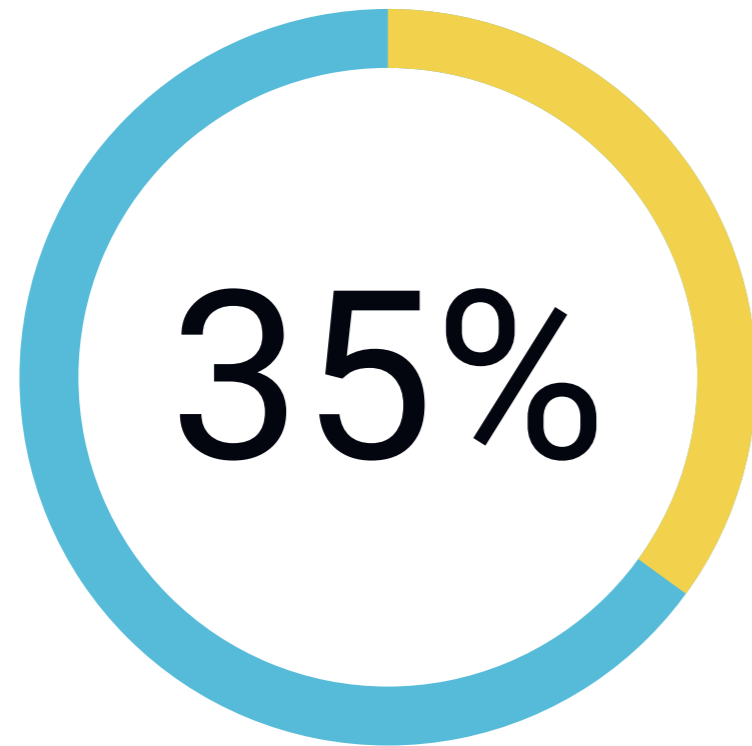
AGE 26
OCCUPATION Record Store Manager
STATUS Single
LOCATION New York, NY

TIER Enthusiast
ARCHETYPE The Maestro

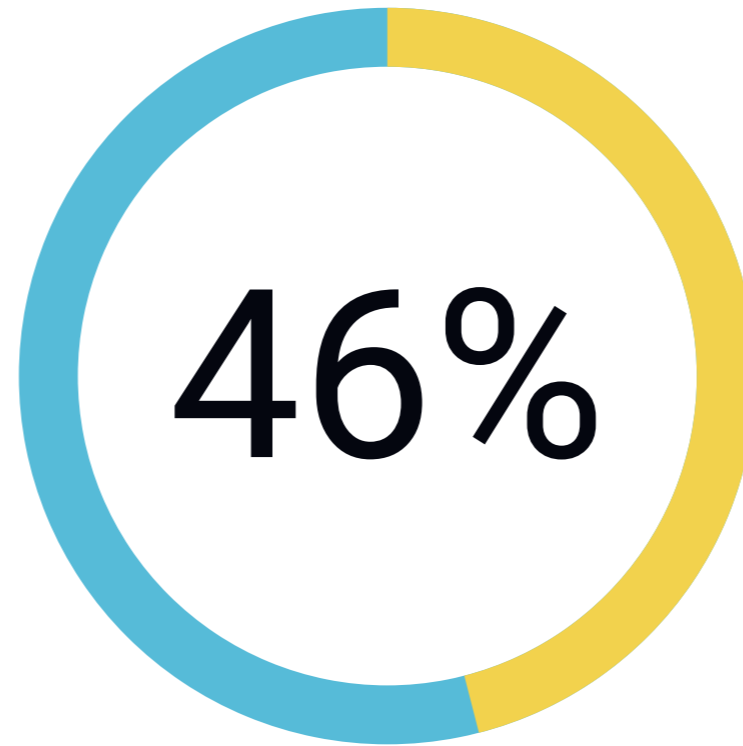
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THE FIGURES

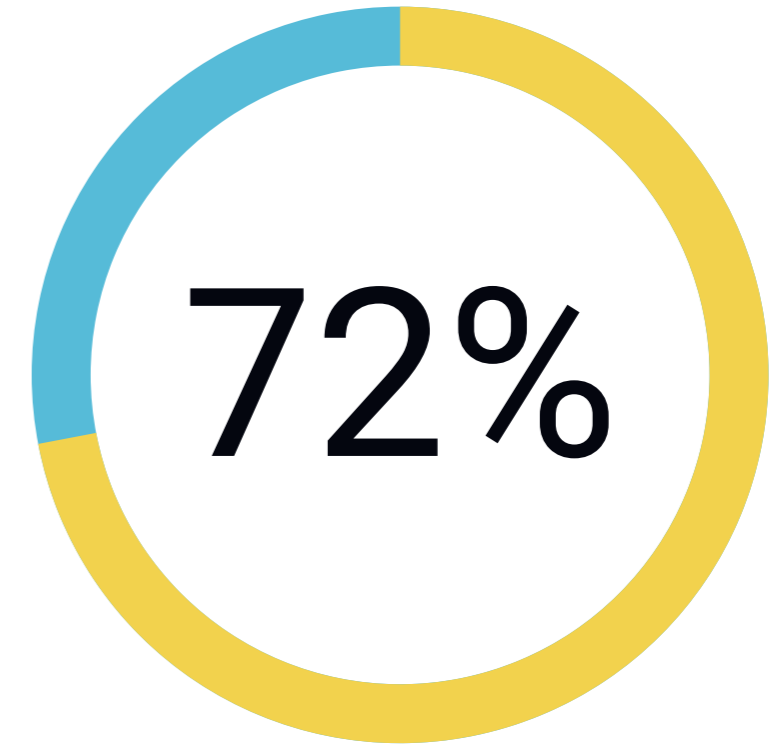
Visualise the numbers behind your competitive advantage



CUSTOMER
SEGMENT 1



CUSTOMER
SEGMENT 2



CUSTOMER
SEGMENT 3





"Visualise your
strategy"

-

Make your strategy feel
real.





Visualise your Strategy

Schedule an on-line conversation with me!

Or drop me an email:
stefano@stefanomessori.com

