The Strategic Lens

Strategic Decision Journal

Created by

**<Insert Company Name>**

**<Year>**

## <<Company Name>’s Strategic Decision Journal

This document is a record of the strategic decisions <Insert Company Name> made during the creation of their <Insert Year> Strategic Lens and the supporting materials.

This document is organized in the chronological order that the decisions were made.

## Company Name>’s Strategic Lens Team

### Team Members

### Facilitator

### Team Roles & Note-taking

## Scope of <Company Name>

### Our Company Scope

## Scope of Sales Channels

### Scope of Sales Channels.

## Scope of Clients

### Scope of Customers.

### Scope of Preferred Customers.

### How to Target Preferred Customers

### Preferred Customers Market Size

## Scope of Competitors

### List of Competitors.

### Competitor Strategy

## Core Competency

### What Makes our Company Unique?

### Our Core Competency

## Product/Service Assessment

### Innovation

**Alternate Reality**

**Identifying Inhibitors to Growth.**

**Our Product/Service Lifecycle**

### Functionality

### Pricing

### Quality

### Buying Experience

### Customer Service

### Product/Service Delivery

### Sales Process

### Issue Resolution

### After-Delivery Support

## Sales and Marketing Assessment

### Marketing and Sales Capacity

### SWOT Analysis

**Awareness**

Strength

Weakness

Opportunity

Threat

**Consideration**

Strength

Weakness

Opportunity

Threat

**Preference**

Strength

Weakness

Opportunity

Threat

**Action**

Strength

Weakness

Opportunity

Threat

**Loyalty**

Strength

Weakness

Opportunity

Threat

**Advocacy**

Strength

Weakness

Opportunity

Threat

### The Selling Environments

### Sales Compensation

## Target Market Assessment

### Segmented Clients

### Identifying Potential New Markets.

### Identifying The Markets of Your Competitors

## Competitive Analysis

### Benchmarking against Competition

### Direct Market Competitor.

### Market-Leading Competitor.

## The Strategic Lens Statement

### The Strategic Lens Statement

### The Elevator Statement

### Branding Cohesion

## Creating Sales Goals

**Translating Differentiators into Potential Initiatives**

List of Differentiators.

Potential Initiatives

Prioritized Potential Initiatives

**From Potential Initiatives to Target Markets**

Investigating Potential Initiative.

Who will value these new initiatives?

Refining Target Market.

**From Target Market to Objective Goal**

**Rolling-Up from Objective Goals to Sales Goals**

## Strategies

**Strategy Goals**

**The Brand Horizon**

Delineating Sales & Marketing within the Brand Horizon

**Maintaining a pipeline**

Pipeline Facilitation Tools

**Our Strategy Articulation**

**Desired Outcome of the Strategy Articulations**

**Strategy, Outcome, and Target Validation**

## Tactics

**Brainstormed Tactics**

**Tactics for our Strategy**

**Tactical Descriptions & Outcomes**

**Defining Tactical Roles & Activities**

## The Strategic Lens & Gantt chart.

**The Strategic Lens**

**Gantt chart**

## Operational Initiatives

**Operational Initiatives**

## Operational Assessment

**The Transformative Environments**

TE-1: Management Environment

TE-3: Operational Environment

TE-4: Proficiency Environment

TE-5: Performance Environment

TE-6: Participatory Environment

## Operational Initiatives Gantt Chart

**Operational Gantt Chart**

**Determining capital and resource cost**

## Operational Vision

**Our Operational Vison**

## Introducing our company to the Strategic Lens

**How we intent to introduce the Strategic Lens to our company**

## Change Management

**How we intend to manage change**

## Research Documents and Support Material