

The objective of StrategyConnect™ is to create a winning and resilient organisation. This is realised through the interaction of two inter-dependent cycles to produce a robust Strategy Map.

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**Strategy Development Cycle**

This produces the insights to inform the Strategy Map.

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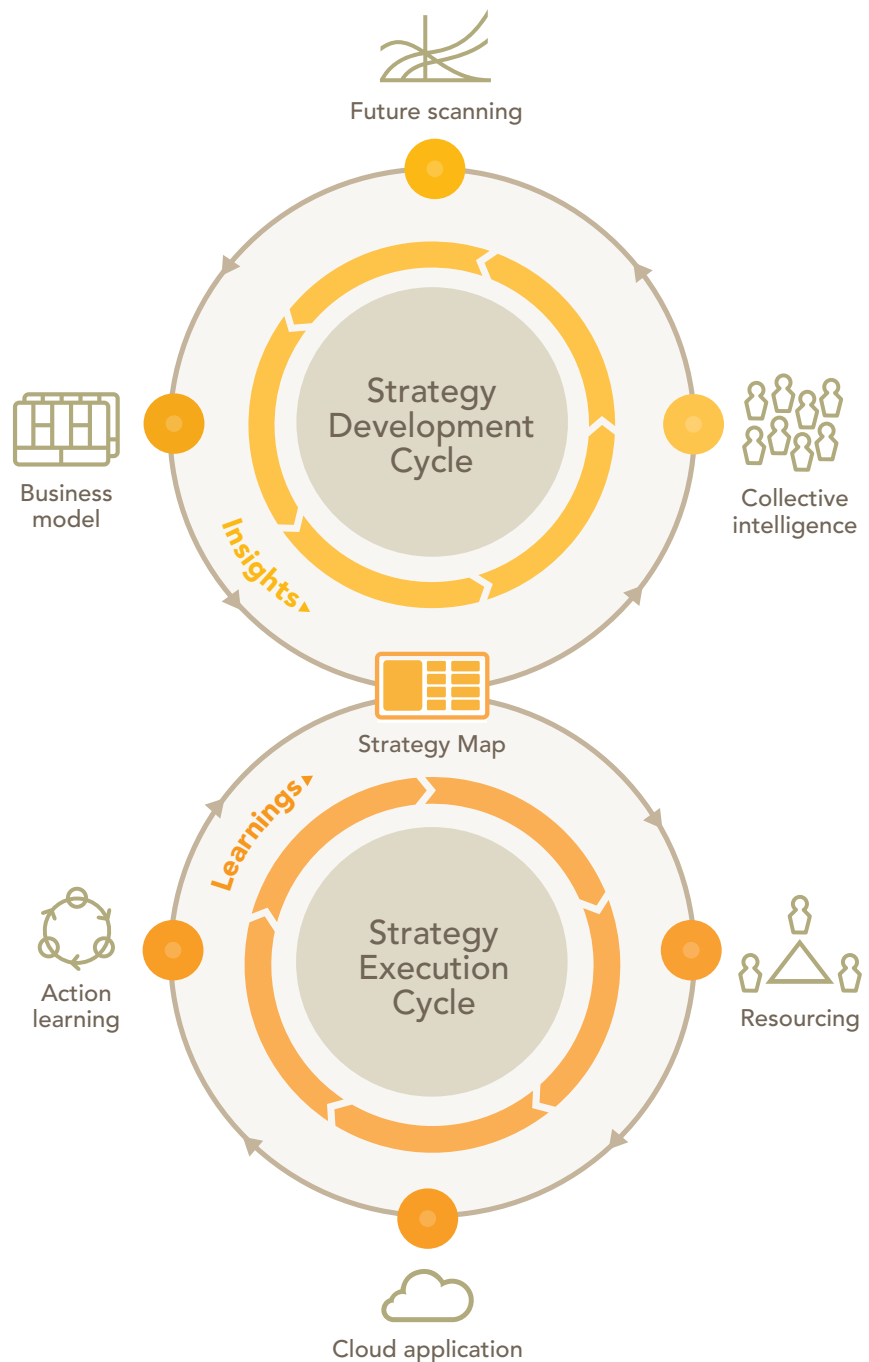
**Strategy Execution Cycle**

This produces the learnings that allows the Strategy Map to adapt to the changing environment.

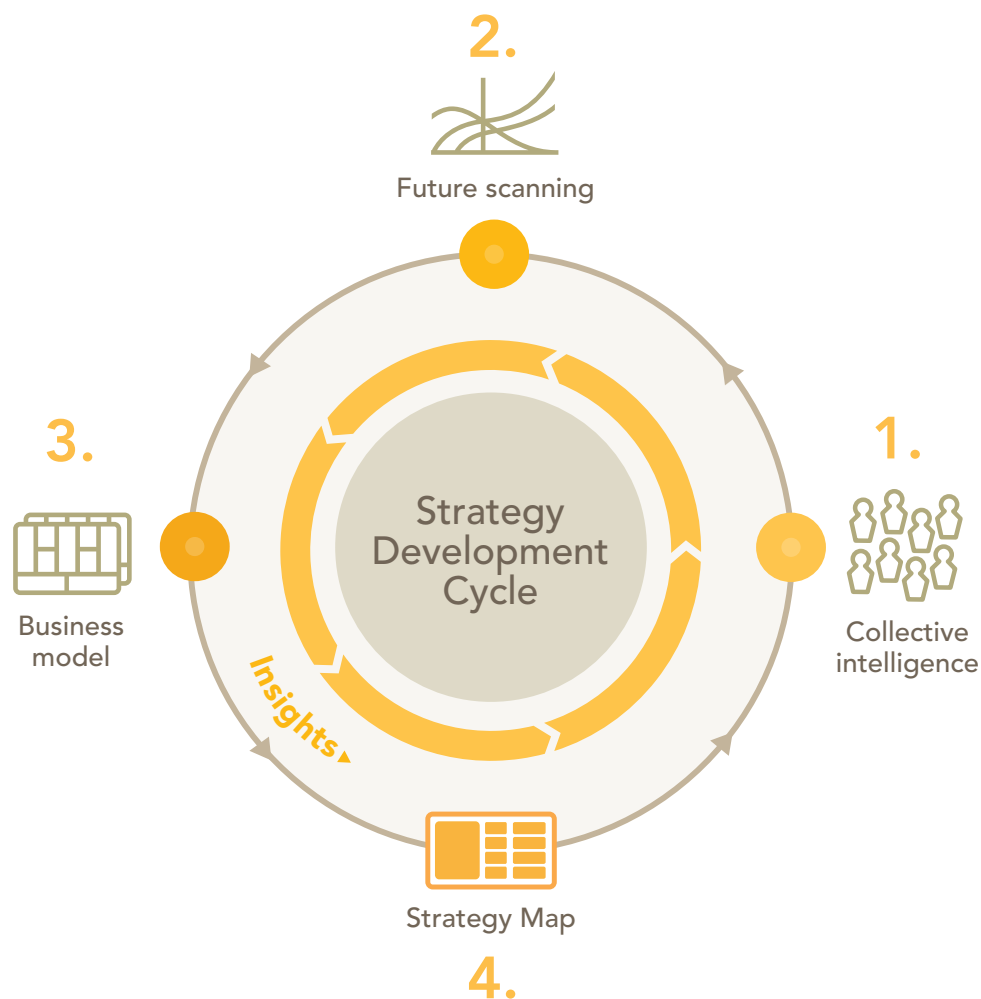


**Insights & learning**

These two cycles of development and execution continually interact and the insights and learnings allow the Strategy Map to adapt and become a more robust map of the future for the organisation.



# Strategy development cycle



## The development cycle has four phases:



### Collective intelligence

Bring together the key people in your organisation to understand the trends and collectively design the organisation's future.



### Future scanning

An objective look at the confluence of trends that will either positively or negatively impact your organisation.



### Business model

It is essential to challenge your current business model against the anticipated future and develop the new business model to continue to create, deliver and capture value.



### Strategy Map

The insights from the phases inform the creation of a one page Strategy Map that articulates;

- What success for your organisation looks like in the future.
- The strategic investments required to be ready for that future.
- The key priorities in the next 12 months.

# Strategy execution cycle



## The execution cycle has four distinct phases:



### Resourcing

The strategy is resourced and responsibilities allocated;

- a) Strategy Owner
- b) Strategy Champion
- c) Strategy Milestone Owners



### Action learning

Monthly, quarterly and yearly formal reviews keep the Strategy Map 'alive'. The map is adjusted based on learnings and constantly scanning the environment you are operating in.



### Cloud application

StrategyConnect Live is a cloud application which provides a single secure repository of the Strategy Map to track and monitor progress.

Monitoring progress and being kept informed is supported by blogging and a progress dashboard.



### Strategy Map

Completing the steps within the execution cycle, allows for the continual review of the Strategy Map to adjust to the changing realities.

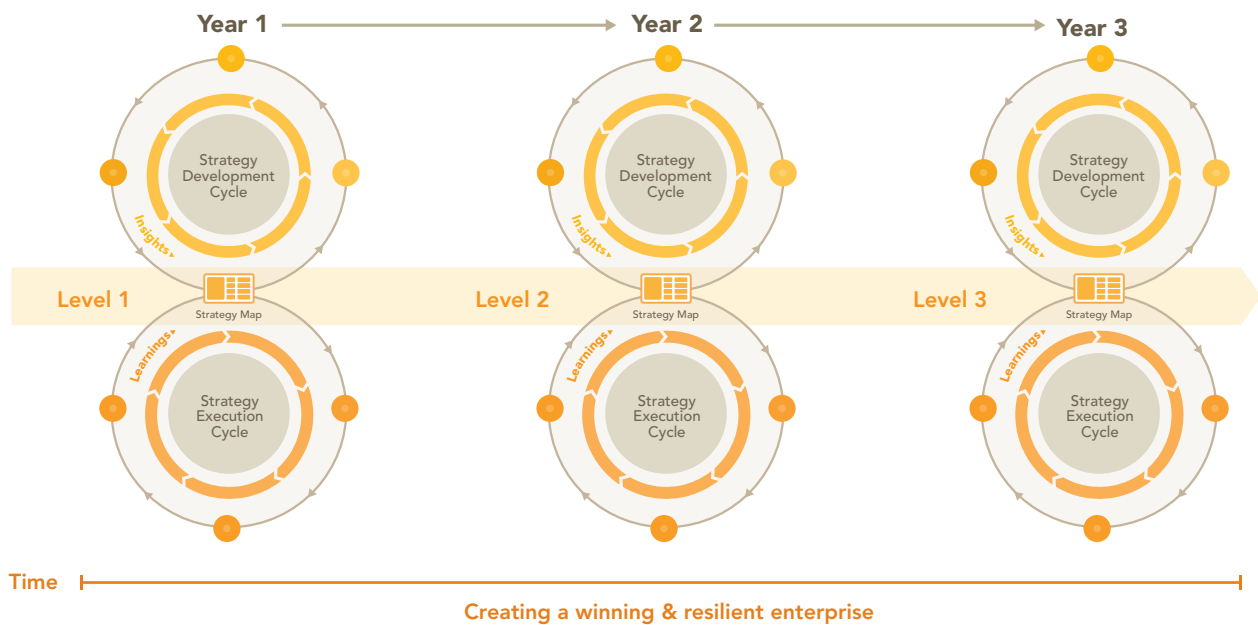
# Transformation journey

## Agile strategy development & execution

StrategyConnect embeds the disciplines in the organisation to continually monitor the changing external world and also to rapidly adapt to those changes. We call this agile strategy development and strategy execution. The result is an informed and increasingly sophisticated Strategy Map.

## Maturity model

Waterfield's goal is to help clients create a winning and resilient enterprise, building upon their performance each cycle. A three year transformation journey allows these strategic disciplines to be embedded within the organisation, and over this period, outstanding results and uplift have been achieved.



## Future ready organisations

The majority of our clients are long term relationships, successfully integrating the strategy development and execution cycles across multiple years.

Discover a snapshot of who we work with;  
[waterfield.com.au/our-clients](http://waterfield.com.au/our-clients)

## strategyconnect™

To find out more visit the website  
[strategyconnect.com.au](http://strategyconnect.com.au)  
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