

# The **Strategy to Win** Journey

-  Lesson 1 - **Strategic Objective:** Set a clear and meaningful strategic objective.
-  Lesson 2 - **Market Research:** Discover your market's needs and opportunities.
-  Lesson 3 - **Internal Analysis:** Know your strengths and weaknesses.
-  Lesson 4 - **Customer Journey:** Create a delightful customer experience.
-  Lesson 5 - **Value Proposition:** Show why your customers should select you.
-  Lesson 6 - **Strategic Priorities:** Choose the key priorities to reach your objective.
-  Lesson 7 - **Tactical Initiatives:** Turn your actions into specific and measurable tasks.
-  Lesson 8 - **Resource Planning:** Make certain you have the resources required.
-  Lesson 9 - **Critical Metrics:** Pick measures to track your progress and success.
-  Lesson 10 - **Execution:** Align your culture and strategy to achieve your goal.

The Strategy to Win journey will guide you step-by-step through the process of creating a better future for your customers, employees, and finances. These are the critical skills of a strategic leader.