

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.