Strategic Direction

Organize offerings relative to markets to analyze risks and opportunities

SAME OFFERING NEW CONSUMER

MARKETING FOCUS TO MANAGE MESSAGING & APPEAL TO NEW CONSUMER NEW CONSUMER

NEW OFFERING NEW CONSUMER

RISKYI (MULTIPLE VARIABLES—COULD PAY OFF BIG OR LOSE BIG)

EXISTING OFFERING

SAME OFFERING SAME CONSUMER

SAFE BETS, BUT RISK MARKET SATURATION & STAGNATION

NEW OFFERING

NEW OFFERING SAME CONSUMER

EXPAND WITH KNOWN CONSUMERS (BUILD ON BRAND TRUST)

EXISTING CONSUMER

How It Works

Plots the four choices existing organizations have as they think about their future:

- 1. Keep doing what they're doing for the same audience (while this is not really a sustainable option, sometimes it's necessary)
- 2. Look for a new audience for their existing offerings
- 3. Create new offerings for their existing audiences
- 4. Create new offerings for a new audience (this is the riskiest and rarest approach)

Using the Strategic Direction Framework

Example Application

A car company can keep selling the same models to their existing customers and maintain the status quo, at least for a while. Or they can try to sell their same models in a new country. Or they can create a new model for their existing customers. Or they can create a new model to sell in a new country.

Descriptively

To Analyze Current State See where a company has found success in the past and where it might need to look in the future.

Prescriptively

To Identify
Opportunities

Plan what to do next from a very high level.

1 LIFT COLLECTIVE

FRAMEWORK CARDS

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