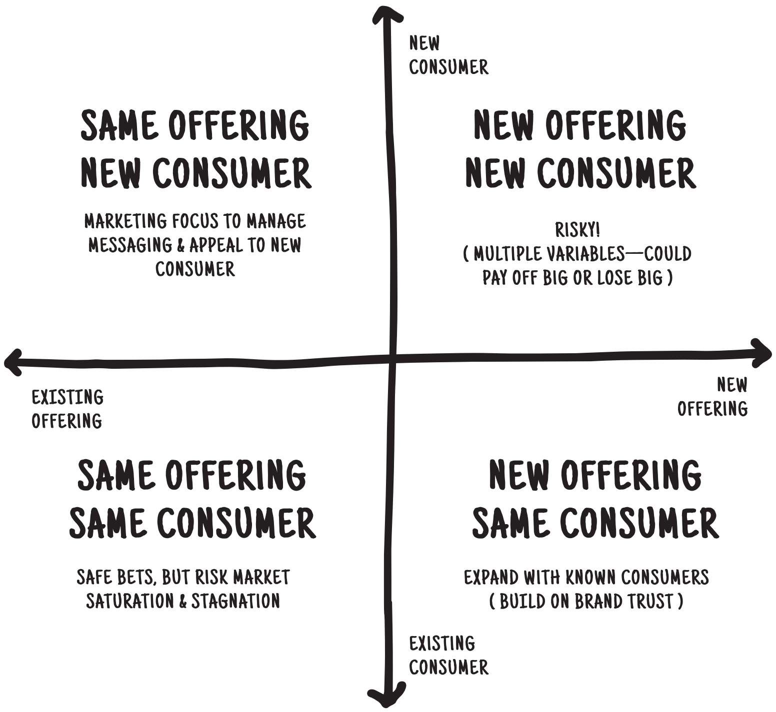
Strategic Direction

Organize offerings relative to markets to analyze risks and opportunities



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.