Strategy Refresh A Case Study

Strategic Choices, Collective Wisdom, High performance

#ConnectSmarter #WorkthatMatters



Dr Margot Wood



We were living a present we were comfortable with...



But with just a few shifts this is what it was becoming...



We were clear on outcomes and measured what mattered

- 1. To make good decisions and deliver a strategy that was evidence based, reflected great strategic thinking and was geared to achieve agreed growth targets
- 2. Ensure the process brought in diverse perspectives and engaged directly with our wider community.
- 3. To develop a **sustainable business model** to support the growth



...so we issued an invitation and a challenge....





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The Strategy Refresh Process



Exploration / Shared Understanding

- Sensemaking; Engagement; Tactical Decisions
- Emerging Themes & Directions

Stages 1 - 4



Strategic Choice

- Mid to longer term decisions
- Investment & resourcing decisions

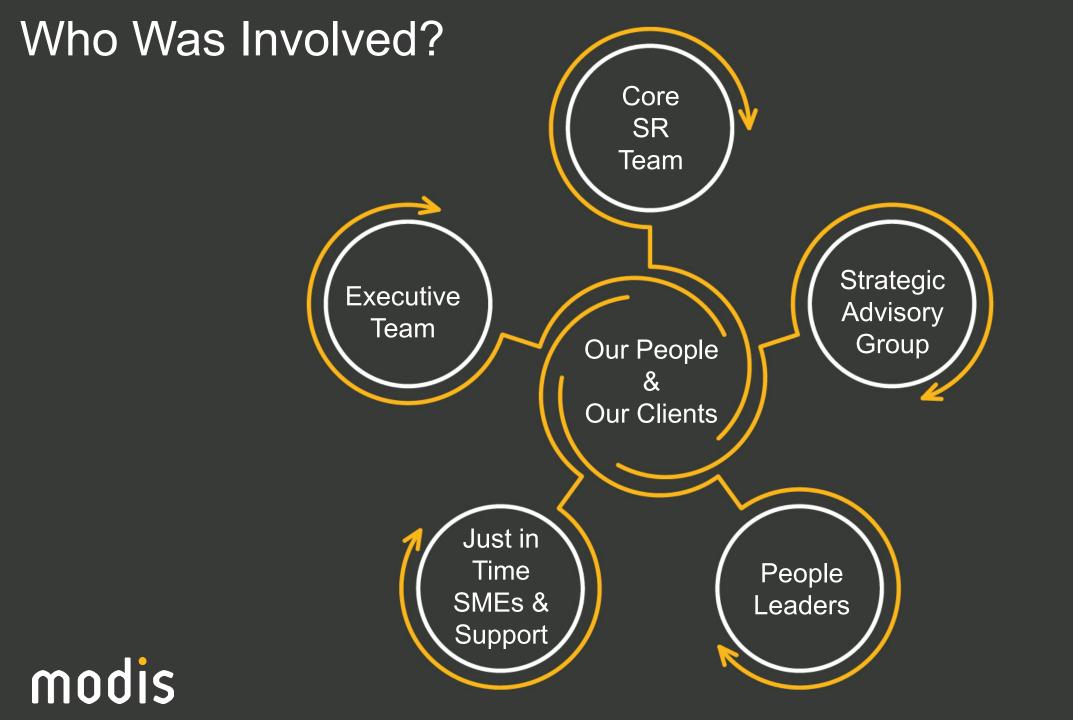
Stage 5



Implementation, Monitoring & Control

- Strategic Programs of Work
- Structure and Governance

Stage 6



Strategy Refresh Update



Exploration / Shared Understanding

- Sensemaking; Engagement; Tactical Decisions
- · Emerging Themes & Directions



Strategic Choice

- Mid to longer term decisions
- Investment & resourcing decisions





Implementation, Monitoring & Control

- Strategic Programs of Work
- · Structure and Governance







Accomplished so far..





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- ✓ Roadshow completed
 - 20 workshops across 5 States/Territories
- √Crowdsource a great success
 - Ideas move into review July 4
 - 197 Users; 119 ideas; 1090 votes, 384 comments
- ✓ Partnership perspectives collected
- ✓Internal / External Analysis compiled
- ✓Updates Yammer; WB, Email; Account Newsletters, visits

Over 50% of our people have directly participated in the Strategy Refresh process

An engaged, committed workforce

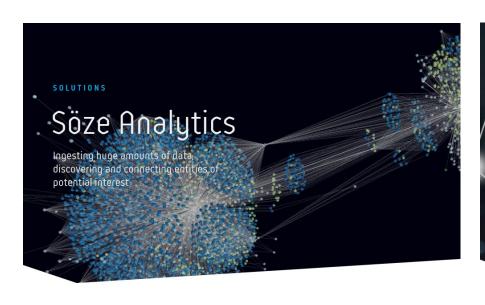


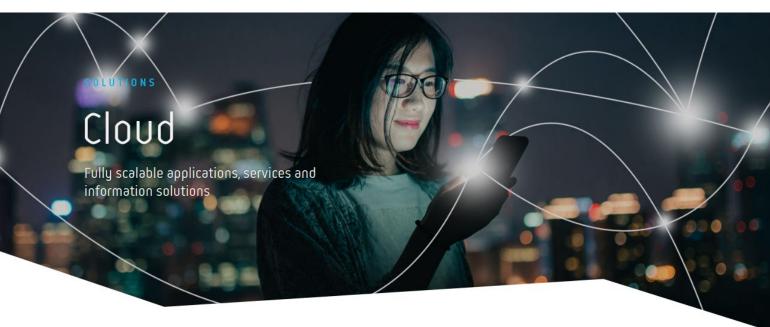


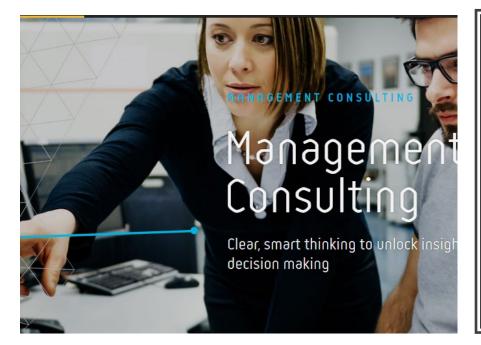
And because we are big on measuring what matters, we also looked at the immediate and long term results

- 1. A New Strategy incorporating direct answers to the four Key Questions
- 2. A new structure and operating model to drive the strategy
- 3. Innovative Solutions
- 4. Record Level Engagement Scores
- 5. Highest Ever NPS Scores
- 6. Achievement of all four areas of our balanced scorecard measures









..and an Exciting Future that we continue to Co-Create...



Get Clear on your Why & What

Create the BluePrint

Think Like
a
Marketer

Enlist &
Leverage
Key
Influencers

Close the Loop on All Aspects

