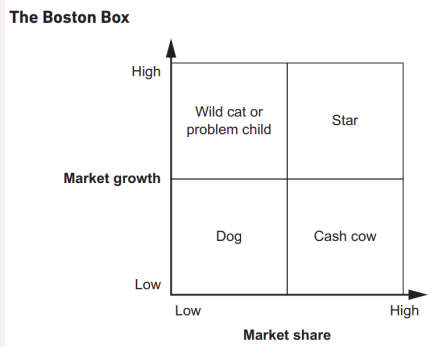


Strategy analysis

Boston box/matrix Wild cat, Star, Dog, and Cash-cow

Represents low-to-high market growth and low-to-high market share areas in four quadrants.

Boston box



Strategy definition

SWOT analysis Strengths, weaknesses, opportunities, threats

Consolidates the results from the external and internal business environment analysis.

SWOT analysis



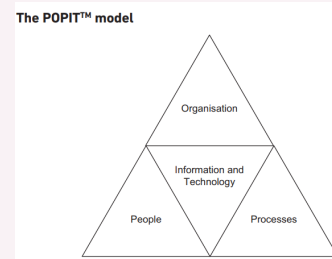
Strategy implementation

Value streams Analyzes the value delivered by the organization to its stakeholders.

POPIT model People, organization, processes, information & technology.

Considers four key areas for a business change.

POPIT model



Performance measurement

Key Performance Indicators (KPIs) Defines the specific areas to be monitored to achieve organizational success.