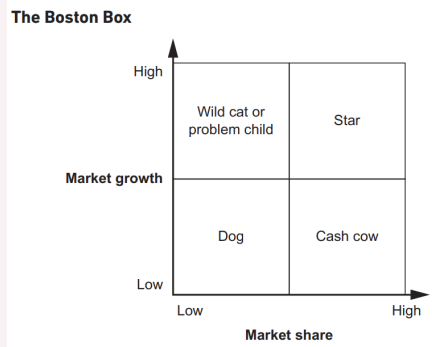


### Strategy analysis

**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



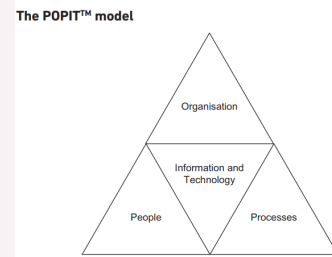
### Strategy implementation

**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.