

IMS CORP. WISE

Strategy

Setting, Managing and Implementing

empowering business for today and tomorrow

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Clear Resolution Leads to Success

• What is to be achieved • Overarching approach for realising objective • How the strategy is to be achieved

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Objective

- A statement of what you want to achieve
- Clear & concise statement
- Quantify if possible
- Time frame for obtaining
- Realistic & achievable

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Strategy

- Overarching statement on the approach to use to realise the objective
- One or two strategies to realise an objective
- Eliminates options
- Pragmatic, practical & robust
- Have an owner & timeframe



Business Drivers Define Strategy

- View as customer interacts
- Holistic approach
- What are the strategic market trends?
- What significant legislative changes are expected?
- Phased implementation



Plan

- How the strategy is to be achieved
- What steps are to be taken (activity details)
- Outcomes
- Cost and resources
- Risk
- Justification / ROI
- Practical, realistic and pragmatic



Moving Forward

- Take most difficult area
- Break out into issues
- Initial focused piece of work
- Control scope, impacts and dependencies
- Outcomes and expectations
- Skill and expertise transfer
- Road map next step



Questions


