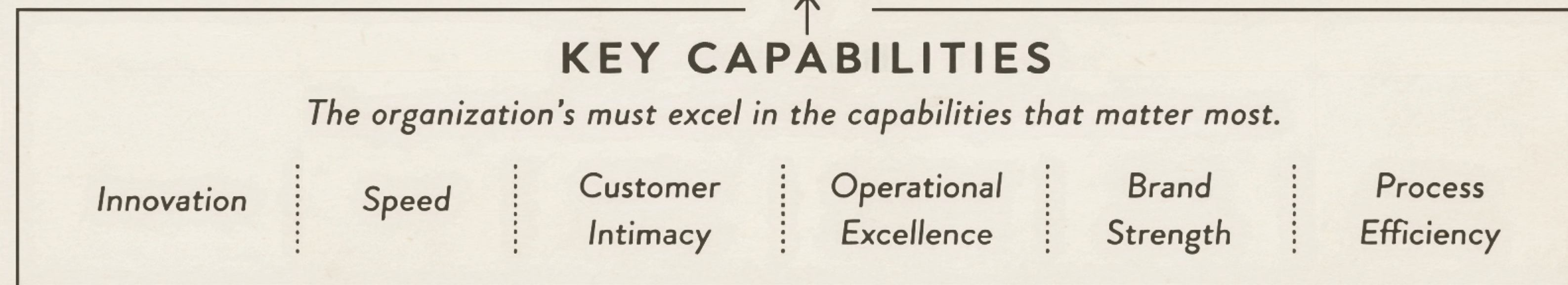


OUTSIDE WORLD

The environment shapes the game.



We scan the outside world
—
Interpret changes, shifts and threats
—
Then decide how to respond.



Strategy is a response to the outside world.

—
It sets the direction for what the organization must become good at, and how it must operate to win.

ENABLED BY ORGANIZATIONAL ALIGNMENT

The organization must be designed to deliver.

