Strategy Deployment

Bringing strategy to life as a continuous capability.

AvailAgility

THE PROBLEM

Most organisations don't lack a strategy. They lack a regular way of keeping it alive.

- Leaders agree the strategy, but people elsewhere can't say what it means for their work.
- Decisions keep getting escalated because nobody is sure who owns them, so leaders become the bottleneck.
- Transformation programmes improve things locally, but without moving the results the business cares about.
- The strategy is set once a year, then drifts as conditions change and nobody revisits it until the next annual cycle.

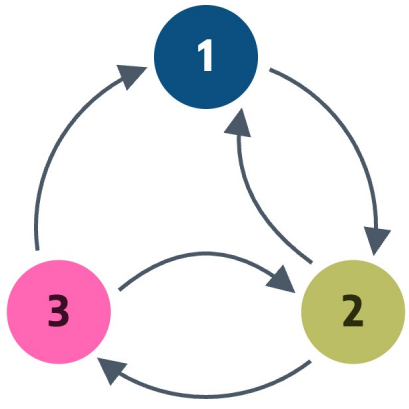
THE SOLUTION

Strategy Deployment treats strategy as an organisational capability, not a document.

- Leaders and teams set, test and refresh the strategy together, so everyone sees what it means for their work.
- Clear decision rights keep decisions close to the work.
- The X-Matrix, a one-page map, shows everything at a glance: True North, aspirations, strategies, tactics and evidence, and how they connect.
- A regular cadence of reviewing and steering keeps the strategy current. The cadence, not the page, is the capability.

A CONTINUOUS STRATEGY OPERATING MODEL

Three connected activities keep the strategy in contact with the work. Together they are the organisation's capability to sustain its strategy.



Continuous strategy

1 · Preparation and planning

Typically annually

Leaders and teams build an X-Matrix together, passing ideas back and forth, to agree the strategy for the year ahead.

2 · Reviewing and retrospecting

Continuous, feeding into steering and planning

Ongoing reviews of the evidence from each tactic, and of how well the way of working is working.

3 · Synchronising and steering

Quarterly

A quarterly sync to learn from results, adjust tactics and refresh the strategy.

Book a free call to discuss your strategy

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ENGAGEMENT OPTIONS

Choose the mix of support that fits. This service helps your organisation build the operating model, then reduces support as agreed as your people take over.

About 1 month

Situational awareness

Understanding how people experience the strategy and their work today, and what that means.

- Team observation
- Empathy interviews
- Survey debriefs
- Context mapping

Up to a week per event

Operational cadence

Designing and running the key strategy events, then capturing and sharing the outcomes.

- Annual planning
- Quarterly steering
- Executive offsites
- Leadership meetings

Ongoing, as agreed

Continuous improvement

Building capability in leaders and teams, tapering off as they take over sustaining the strategy.

- Team coaching
- Individual mentoring
- Workshops
- Training

POTENTIAL OUTCOMES

Depending on the options you choose:

- A shared understanding of how people experience the strategy today
- A strategy shaped by the people who will deliver it
- A planning, review and steering cadence designed for your organisation
- An organisation that lives its strategy, not just reads it
- Leaders and teams who can keep it going without a consultant

WHY AVAILAGILITY

AvailAgility is an independent strategy consultancy based in Brighton, UK, led by Karl Scotland, who has around 25 years in Lean and Agile leadership. At Rally Software he helped design and facilitate annual planning and quarterly steering around the X-Matrix. Clients also include Cisco, Sanofi, Legal & General and TEKsystems.

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