IS YOUR STRATEGY WORKING?

In a competitive and exponentially changing environment, strategic planning every so often is not effective. According to Kaplan and Norton*, 95% of a typical workforce does not understand its organization’s strategy and 90% of organizations fail to successfully execute their strategies.

Leaders must treat strategy as a continuous process of translating vision and the portfolio of scenarios (Changing Terrains) into actions owned by leaders, teams and individuals in the organization.

THE CTI APPROACH™

Based on ancient wisdom and practices of the “Art of War” by Sun Tzu, CTI has created the Terrain-Based Strategy™ (TBS) mapping system that enables individuals, teams and organizations to explore extraordinary opportunities.

CTI recognizes the importance of agile strategy and positioning in a flexible and changing terrain. Terrain-Based Strategy mapping is about creating unorthodox strategies that enable leaders to transform their business and empower leaders and teams on the front line to assess the terrain (situation) and adjust their tactics to attain success.

This unorthodox planning system helps organizations and leaders create disruptive strategies that ensure success by maintaining flexibility, aligning individuals and teams toward the organizational vision, and monitoring progress.

Succeeding in the new age requires unorthodox thinking and agile strategies. Are you ready?

OUR MISSION

The mission of CTI, founded in 2005, is to transform organizations through leadership, strategy, culture, innovation and performance. We believe that every organization, team and leader is unique. As a result, our strategy planning and mapping services are customized to the unique needs of our client partners.

Our goal is to help your organization develop a truly transformative strategy that lays out an organization-specific road map to vision attainment.
We work with leadership teams to assess their internal and external terrains, this identifying any emerging themes, customer trends, achievements, cultural and structural challenges, and the competitive landscape that could impact the strategy. “What if” scenarios are developed, evaluated and weighted.

Working with a selected cross-functional team, we map a strategy that includes:
- Assessing the terrains and current state, including strengths, weaknesses, opportunities and threats
- Revisiting the organization’s purpose (speaking the “why” versus the “what”)
- Revisiting the organization’s key beliefs and guiding principles (values)
- Exploring unorthodox, disruptive strategies
- Developing an energizing narrative of the future state (vision)
- Identifying current and future advantages (differentiators)
- Defining the key strategic objectives needed to achieve the vision and create organizational alignment
- Identifying key strategic champions
- Defining how we will measure success
- Translating the strategic objectives into short and long-term action plans with clear roles and respon-
We link the strategy to existing operational processes and create an operating mechanism that drives effective strategy execution, maintains accountability, and helps monitor progress. Champions are identified and engaged for key strategic objectives and goals.

To energize, align, and engage the entire organization, we assist in addressing the cultural success factors by hyper communicating the strategy and engaging all stakeholders (answering the question - what is in it for me?). Using Line of Sight tools, we assist in aligning each committee, department, team, and individual goals to the vision, strategic objectives and the measure of success.

To aid in execution, accountability and management of the strategy, we identify and integrate true north measures of success with clear metrics and targets. We help set up a True North operational room.

CTI STRATEGY ARTICULATION MAP

MISSION
WHY WE EXIST

VISION
WHAT WE WANT TO BECOME

VALUES
WHAT WE BELIEVE IN

MARKET DIFFERENTIATORS - WHAT GIVES US A COMPETITIVE EDGE

STRATEGIC OBJECTIVES - PRIORITIES TO BUILD AND STRENGTHEN DIFFERENTIATORS (MEASURABLE)

KEY PERFORMANCE INDICATORS - HOW WE IDENTIFY IF WE’VE ACHIEVED OUR OBJECTIVES

STRATEGIC INITIATIVES - HOW WE GET THERE

MY LINE OF SIGHT - WHAT I NEED TO FOCUS ON
“Makes coming up with strategies seamless and easy. Great presenter and wonderful facilitation. Very effective.”

- Gonzaba Medical Group

“The formulation of a new mission with buy-in from all areas of representation was probably one of the best things that happened.”

- OU College of Allied Health