



StratifyPro's **Think-Plan-Go®** “Hybrid” Methodology

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WELCOME AND INTRODUCTION



In today's fast-paced business environment, organizations face increasing pressure to achieve their strategic goals. A strategy that is too rigid will break, but one that is too flexible will lose its way. The StratifyPro Think-Plan-Go® Methodology is a powerful, hybrid approach that seamlessly blends deliberate and emergent strategies to solve this exact problem.

This approach is your guide to mastering a process that has been battle-tested and refined for over three decades. It removes the clunkiness of traditional frameworks like the Balanced Scorecard by incorporating agility from the very beginning. The deliberate aspect is used to meticulously define your strategic direction and goals, while the emergent aspect ensures you can adapt and evolve in real-time. By combining the strategic depth of Balanced Scorecards with the agile execution framework of OKRs, the Think-Plan-Go® methodology provides a proven framework for planning, execution, and continuous improvement. It empowers organizations to align teams, track progress, and make data-driven decisions to achieve sustainable growth.

The **THINK** Method: The Foundation of Strategic Success

The first step in our Think-Plan-Go® approach is the Think Method. This phase involves strategic thinking about the business, its strategic goals, and the path to achieving them. It's about understanding the competitive landscape, analyzing opportunities and threats, and brainstorming innovative solutions. Just as athletes train to maintain peak performance, organizations must continually flex their strategic muscles to stay ahead of the competition.

The StratifyPro THINK Method goes beyond traditional strategic planning by incorporating a holistic, data-driven, and human-centered approach. It begins with defining the company's mission, vision, and core values, providing a clear sense of purpose and direction. The StratifyPro THINK Method moves beyond rigid strategic planning by embracing both deliberate and emergent strategies, transforming strategy from a static document into a dynamic process. It's a structured yet adaptive approach that ensures your organization is not only prepared for the future, but also agile enough to capitalize on new opportunities as they arise.

The THINK Method is built on these five key elements:

1. **Comprehensive Internal & External Assessment:** This is the core of our **emergent** strategy. Rather than just collecting data, we analyze various scenarios and possibilities. We do a holistic assessment that includes foundational elements (mission, vision, values), internal capabilities (people, culture, processes), and external factors (market trends, competition, PESTLE). This process provides the foresight to anticipate change and the intelligence to spot emerging opportunities.
2. **Strategic Intent Formulation & Options:** This is where **deliberate** strategy takes shape. We synthesize the insights from the assessment to formulate a clear, actionable strategic intent. We don't just pick one path; we generate and evaluate a portfolio of strategic options, leveraging data synthesis and AI to gain

deeper insights. This ensures your chosen direction is both ambitious and grounded in reality.

3. **Develop and Refine a Portfolio of Strategies:** This phase is a blend of both **deliberate** and **emergent** approaches. We translate your strategic intent into a set of actionable strategies, categorized by themes like growth or innovation. This is the **deliberate** part. The **emergent** part is the ongoing refinement of this portfolio. You'll constantly evaluate which strategies are working, which need to be adjusted, and where new ones are needed to respond to a changing environment.
4. **Strategic Goal Setting:** This is the bedrock of **deliberate** action. It involves setting clear, measurable, and time-bound (SMART) goals that define what success looks like. We use KPIs to track progress against your chosen strategies and establish a clear framework for accountability and resource allocation.
5. **Scenario Planning and Risk Assessment:** This is the final layer of your **emergent** strategy in the Think phase. It's about building a resilient organization. We identify potential scenarios, both positive and negative, and develop contingency plans to address future challenges. This process ensures you are ready to pivot and capitalize on the unexpected.

The Think Method: Fostering a Culture of Strategic Thinking

The THINK Method doesn't just produce a plan; it cultivates a culture of strategic thinking that is essential for long-term success. By blending deliberate and emergent practices, it ensures your organization is prepared for both known and unknown challenges. This method encourages an adaptive and resilient mindset through:

- **Continuous Learning:** Our process encourages continuous learning and adaptation, which is a core tenet of **emergent** strategy. By staying informed

about industry trends and regularly reviewing your plan, your organization is prepared to evolve and refine its approach in real time.

- **Human-Centered Approach:** This method ensures your **deliberate** plan is both realistic and sustainable by considering the human element. We focus on organizational culture, employee engagement, and leadership styles to build a strategy that your people can truly own.
 - **Collaboration, Communication & Alignment:** Strategic success requires complete organizational alignment. The **THINK** Method fosters a culture of collaboration and open communication, ensuring all stakeholders are aligned with the strategic direction. By connecting individual contributions with broader organizational goals, you empower your entire team to drive future growth.
 - **Regular Brainstorming Sessions:** Creativity and innovation are not accidents; they are nurtured through deliberate practice. We encourage regular brainstorming sessions to foster a culture of creativity and continuous questioning. This strengthens your **emergent** strategy by ensuring you are always looking for new possibilities and opportunities.
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The **PLAN** Method: Transforming Strategic Ideas into Actions

The PLAN Method is where your strategic ideas are transformed into a deliberate, actionable roadmap. This phase moves beyond high-level concepts to create a structured framework for execution. It involves breaking down strategic goals into smaller, manageable objectives, assigning clear responsibilities, and setting precise timelines. By aligning teams and resources, you can ensure that everyone is working towards a common goal.

The StratifyPro PLAN Method goes beyond traditional project management by integrating key learnings from the THINK phase with a data-driven, human-centered approach. It is here that we solidify your deliberate strategy, but with a critical understanding that this plan is a living document. We use regular annual and quarterly planning sessions to build an emergent capacity to maintain focus, adapt to new insights, and pivot as needed in a rapidly changing environment.

The PLAN Method is built on these six key elements:

1. **Goal Decomposition, Alignment & Prioritization:** This is the bedrock of your **deliberate** plan. We help you dissect large, complex goals into smaller, manageable tasks and objectives, ensuring they are perfectly aligned with your strategic intent. By prioritizing high-impact activities, you can ensure your team's energy and resources are focused on what truly drives results.
2. **Resource Allocation and Planning:** This element transforms your plan from an idea into a structured effort. We help you to assign specific goals and tasks to the right people and resources, set clear and realistic deadlines, and create a detailed timeline. We leverage visual tools like Gantt charts to provide a clear roadmap for execution.
3. **Strategic Reviews and Adjustments:** This is where the **emergent** strategy comes to life. Your plan is not static; it's a living document. We guide you through

a deliberate cadence of annual planning, quarterly reviews, and weekly check-ins to assess progress, identify bottlenecks, and make necessary adjustments. This ensures your plan remains responsive and adaptable.

4. **Risk Management & Mitigation:** Resilience is a key component of an **emergent** strategy. We proactively identify potential risks that could impact your plan and develop mitigation strategies to minimize their impact. By continuously tracking these risks, your organization is better prepared to navigate unforeseen challenges and capitalize on new opportunities.
 5. **Continuous Monitoring & Adaptation:** We leverage data and analytics to ensure your plan is working. By using StratifyPro to monitor key performance indicators (KPIs) in real-time, you can make informed, **data-driven decisions**. This allows you to embrace agile principles and make continuous adjustments, ensuring the plan remains effective in a constantly changing environment.
 6. **Communication & Collaboration:** The success of any strategy relies on effective teamwork. This element focuses on ensuring clear and consistent communication across all levels of the organization. We foster a collaborative environment where teams can work together to achieve shared goals, ensuring that both the **deliberate** plan and **emergent** adaptations are understood and executed flawlessly.
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The Plan Method: More than just a Project Plan

The StratifyPro PLAN Method is the critical bridge between strategic ideas and real-world results. It goes beyond traditional project management by transforming your deliberate plan into an actionable roadmap, while also integrating the emergent capabilities needed for real-time adaptation. This approach leverages StratifyPro's capabilities to ensure your strategy is a living document, with a strong emphasis on:

- **Data-driven Decision-Making:** We utilize data and analytics to monitor key performance indicators (KPIs) in real time. This is a core component of your **emergent** strategy, allowing you to make quick, informed adjustments and course-correct as needed.
- **Continuous Improvement:** By regularly reviewing and refining plans based on feedback and changing circumstances, we build a culture of constant adaptation. This ensures your **deliberate** plan remains relevant and effective, no matter how the environment changes.
- **A Human-Centered Approach:** Our method ensures your plan is realistic and sustainable by considering the human element—your people and your culture. This approach ensures your entire team is aligned and empowered to own the strategy, which is crucial for both **deliberate** execution and **emergent** adaptation.
- **Alignment with "Viewpoints":** Your **deliberate** plan is comprehensive and holistic. We ensure it addresses your organization's goals across all key areas, such as financial performance, customer satisfaction, and employee engagement.

This integrated approach, coupled with regular planning sessions and a focus on continuous improvement, enables organizations to effectively translate strategic plans into tangible, sustainable results.

The **GO** Method: Turning Strategy into Reality

The GO Method is where the rubber meets the road—where your deliberate plan is finally put into motion, and your emergent strategy truly comes to life. This is the final

and most crucial phase of our methodology, ensuring your strategic vision becomes a tangible reality. This phase is about disciplined action and continuous adaptation. While your deliberate plan provides the roadmap and structure, the emergent aspect is all about real-time execution. Regular weekly meetings, informed by the data from StratifyPro's dashboards and alignment maps, ensure that your teams stay focused and accountable. By continuously monitoring progress, analyzing data, and making adjustments on the fly, your organization is not just following a plan, it's intelligently and agilely adapting its way to achieving its strategic goals.

The GO Method is built on these four core elements:

- **Disciplined Execution & Accountability:** This is the bedrock of your **deliberate** strategy in action. We instill a culture of focus and accountability through practices like daily huddles and weekly progress reviews. By assigning clear responsibilities and consistently tracking individual performance, you ensure that every task and every team is moving the strategic plan forward.
- **Real-Time Adaptation & Course Correction:** While your plan provides the roadmap, this element ensures you can pivot. This is the heart of your **emergent** strategy. We empower your team to use data from StratifyPro to monitor progress in real-time, identify potential roadblocks, and make informed adjustments on the fly. This iterative approach ensures your plan remains relevant and adaptable to changing circumstances.
- **Holistic Alignment & Continuous Improvement:** The **GO** Method ensures every action contributes to your larger goals. This involves regularly reviewing progress and making adjustments to ensure your efforts are aligned across all key "Viewpoints" (e.g., Financial, Customer, Internal Processes). By fostering a culture of continuous learning, you can analyze results, identify lessons learned, and incorporate feedback directly into your next strategic cycle.
- **Communication & Collaboration:** The success of any strategy relies on seamless teamwork. This element focuses on fostering a transparent culture where teams

can communicate openly, share updates, and address roadblocks in real-time. By leveraging collaborative tools and encouraging open information sharing, you ensure both your **deliberate** execution and **emergent** adaptations are understood and embraced by the entire organization.

GO Method: Bringing Strategic Plans to Life!

The GO Method is the critical juncture where the deliberate plan and the emergent reality merge into a single, powerful action. This final phase is where unwavering focus, a commitment to learning, and a culture of collaboration come together to turn your strategy into tangible results. This is more than just execution; it's a living process. The deliberate work involves adhering to clear deadlines, focusing on prioritized tasks, and ensuring consistent action. At the same time, the emergent element allows your team to learn from setbacks, continuously improve, and adapt your approach in real-time. This dual focus on disciplined execution and agile learning is what ensures success.

Key Deliverables:

- **Delivering Strategic Objectives:** Successfully execute the strategic initiatives defined in your **deliberate** plan, achieving the outcomes you set out to accomplish.
- **Continuous Improvement:** Continuously refine and improve your strategy based on real-time data, feedback, and changing circumstances. This is the core of your **emergent** capability.
- **Organizational Learning:** Foster a culture of learning by leveraging insights from the execution phase to inform and shape future strategic planning, creating a powerful feedback loop.

By implementing effective execution strategies, organizations can not only achieve their goals, but also build a resilient and innovative culture. The **StratifyPro GO Method**, by seamlessly blending **deliberate** and **emergent** strategies, empowers your organization to:

- **Maximize Productivity:** The disciplined focus of your **deliberate** plan optimizes resource allocation and minimizes wasted effort, ensuring every action contributes to your strategic goals.
 - **Enhance Collaboration:** The emphasis on open communication and real-time feedback enhances collaboration and knowledge sharing, essential for navigating the complexities of an **emergent** environment.
 - **Drive Innovation:** Our approach to continuous learning and experimentation, a core tenet of **emergent** strategy, encourages creativity and empowers teams to find new solutions and capitalize on unforeseen opportunities.
 - **Achieve Strategic Goals:** By uniting the structure of a **deliberate** plan with the agility of **emergent** adaptation, your organization can deliver tangible results, create long-term value, and ensure your strategy comes to life.
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The Benefits of a Structured Approach

By implementing the **StratifyPro Think-Plan-Go®** framework, your organization can experience the powerful benefits of a hybrid strategic model. It unites the discipline of a **deliberate** approach with the adaptability of an **emergent** one, leading to numerous advantages:

- **Improved Alignment:** The structured **deliberate** planning process ensures everyone is working towards the same goals, eliminating silos and focusing the entire organization's energy.
- **Increased Accountability:** Clear roles and measurable objectives from your **deliberate** plan hold teams accountable for their actions and results.
- **Enhanced Agility:** The focus on continuous monitoring and real-time adjustments, a core component of your **emergent** strategy, allows you to adapt quickly to changing market conditions.
- **Boosted Employee Engagement:** A clear **deliberate** plan provides purpose, while the empowerment to make decisions and drive change in the **emergent** phase boosts motivation and ownership.
- **Accelerated Innovation:** By encouraging a culture of continuous learning and experimentation, your **emergent** strategy drives creativity and innovation from the ground up.
- **Improved Decision-Making:** This framework allows you to make informed decisions based on the structured insights from your **deliberate** plan and real-time data from your **emergent** execution.

The **Think-Plan-Go®** methodology provides a structured approach to strategic planning and execution. By encouraging deliberate reflection, prioritizing key tasks, and fostering continuous adaptation, this framework helps your teams stay organized, efficient, and focused on achieving their goals in a rapidly changing world.

Implementing the Think-Plan-Go® Methodology

The **Think-Plan-Go®** methodology is a powerful framework for guiding organizations from strategic vision to tangible outcomes. Its power lies in its unique ability to unite

the structure of a **deliberate** plan with the agility of an **emergent** strategy. This approach ensures that strategic initiatives are not just planned, but are effectively executed and continuously improved in real-time. This entire process is embodied in the StratifyPro platform, providing a seamless way to bring your strategy to life.

Key Phases of the Think-Plan-Go Methodology:

- **Think:** This phase is the origin of your **emergent** strategy. It focuses on strategic foresight and foundational planning by:
 - **Defining the "Why":** Articulating the organization's mission, vision, and core values to provide a clear sense of purpose.
 - **Conducting Comprehensive Assessments:** Analyzing both internal and external factors and leveraging AI to gain the deep insights needed to spot **emergent** opportunities.
 - **Formulating Strategic Intent:** Defining a clear strategic direction that is both aspirational and grounded in reality.
- **Plan:** This phase is where your **deliberate** strategy is meticulously built. It translates strategic goals into a structured, actionable plan by:
 - **Breaking Down Goals:** Decomposing strategic goals into smaller, manageable tasks.
 - **Resource Allocation & Risk Management:** Assigning responsibilities, allocating resources, and setting clear deadlines while proactively identifying potential risks.
 - **Creating Roadmaps:** Developing detailed project timelines and visualizing progress using tools like Gantt charts within the StratifyPro platform.
- **Go:** This is where the **deliberate** plan meets **emergent** reality. It focuses on execution, monitoring, and continuous improvement by:
 - **Disciplined Execution:** Conducting daily huddles and weekly reviews to track progress and address roadblocks.

- **Data-Driven Adaptation:** Utilizing StratifyPro's data and analytics to monitor key performance indicators (KPIs) and make real-time, informed decisions.
- **Continuous Learning:** Fostering a culture of learning and adaptation by analyzing results, incorporating feedback, and making necessary adjustments on the fly.

By following this methodology and leveraging the power of the StratifyPro platform, organizations can effectively translate their strategic vision into tangible results, achieve their desired outcomes, and drive sustainable growth.

StratifyPro: Your Partner in Strategic Execution

StratifyPro is your partner in strategic execution, empowering teams to move beyond static plans. Our powerful, AI-driven software embodies the **Think-Plan-Go®** methodology, providing a comprehensive solution that unites **deliberate** structure with **emergent** agility.

The StratifyPro platform is built to support your hybrid strategy from start to finish. It automates the meticulous planning of your **deliberate** strategy with features for setting goals, KPIs, and actions. It then provides the real-time progress tracking and alignment mapping that fuels your **emergent** strategy, ensuring you can make informed, data-driven decisions and adapt as needed to achieve your strategic objectives.

Key Takeaways of the Think-Plan-Go® Methodology

The **Think-Plan-Go®** Methodology provides a comprehensive framework for driving business growth. Its greatest strength is its ability to expertly blend **deliberate** and **emergent** strategies, giving you the best of both worlds.

In today's complex business landscape, organizations need a reliable system to drive execution and achieve sustainable growth. The **Think-Plan-Go®** Methodology, powered by StratifyPro, is that proven solution. By aligning teams with a clear **deliberate** plan, tracking progress, and continuously adapting to change with **emergent** agility, you can navigate challenges and achieve breakthrough results.