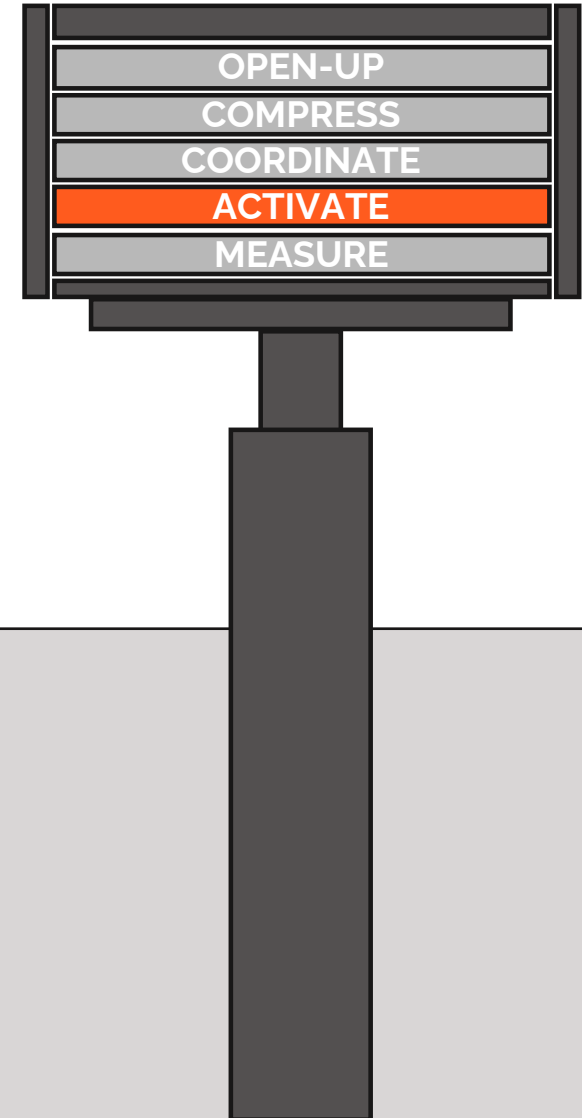


O-C-C-A-M Strategy Razor

Framework for Thinking Strategically



Strategy Kiln

Job to be done...

**Remove ambiguity around what strategy is.
Simplify the facets of strategic thinking onto
one page for guidance and clarity.**



Why don't these definitions work?



Michael Porter

"The essence of strategy is choosing to perform activities differently than rivals do..."



Boston Consulting Group

"The goal of strategy is the pursuit of sustainable competitive advantage."



Random Google Search

"A plan for military operations and movements during a war or battle."

How to THINK strategically is more important than espousing these notions of strategy

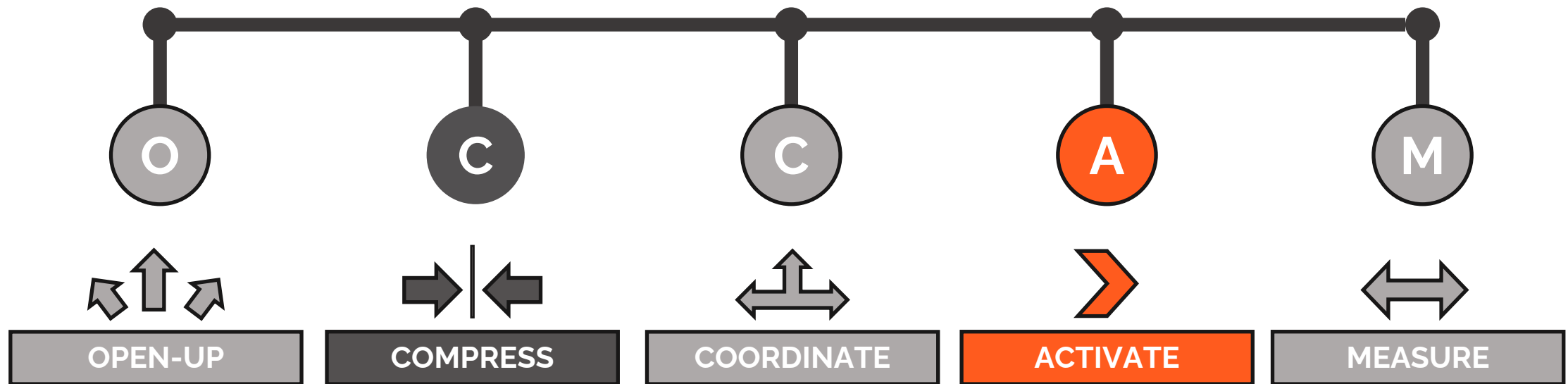


McKinsey
sums it up
well...

“
*Strategy is a way of thinking, not
a procedural exercise or a set
of frameworks.*
”

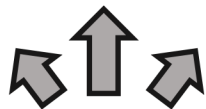
O-C-C-A-M Strategy Razor:

Everything (almost) about strategic thinking in one place





O-C-C-A-M Strategy Razor: Framework for Thinking Strategically



OPEN-UP



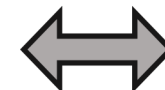
COMPRESS



COORDINATE



ACTIVATE



MEASURE

STRATEGIC
LEADERSHIP

Ask **questions**
Ask why
Ideate
Gather data & trends
Spot **patterns**

Curious to learn
Big picture visionary
Status quo challenger
Healthy optimism

Analysis of
data/resources
Seek competitive adv.
Manage **trade offs**
Simplify & set goals

Focused
Decisive
Critical & analytical
Intuitive & **Courageous**

Share strategic insights
Interlock corporate strategy
Align on key objectives
Find **multiplier effects**
Risk planning

Flexible
Ability to anticipate
Relationship builder
Persuasive

More risk planning
Harness resources
Execute flawlessly
Launch plan

Take initiative
Eye for detail
Hunger to win
Willing to fail fast

Measure
Review launch
Apply learnings
Optimize Feedback loop
Iterate

Patient
Tenacious
Proactive
Resilient

STRATEGIC
PLANNING

Situation Assessment
Value Chain Analysis
Consumer Journey Map
Porter's Five Forces
5 Cs, SWOT (Initial)

BCG Growth Matrix
Strategy Canvas
4 Action Framework
SWOT (Fusion Matrix)
Positioning Statement

Business Case
Project Charter
Project Milestones
McKinsey 7
RACI

Project Charter (signed)
GOST
Launch Plan
Craw, walk, run test plan
Risk register

KPI Dashboard
Creative Testing
Brand Tracker Results
Report Progress to
Forecasts

What's
happening?

What are the
critical success
factors?

Where are the
synergies?

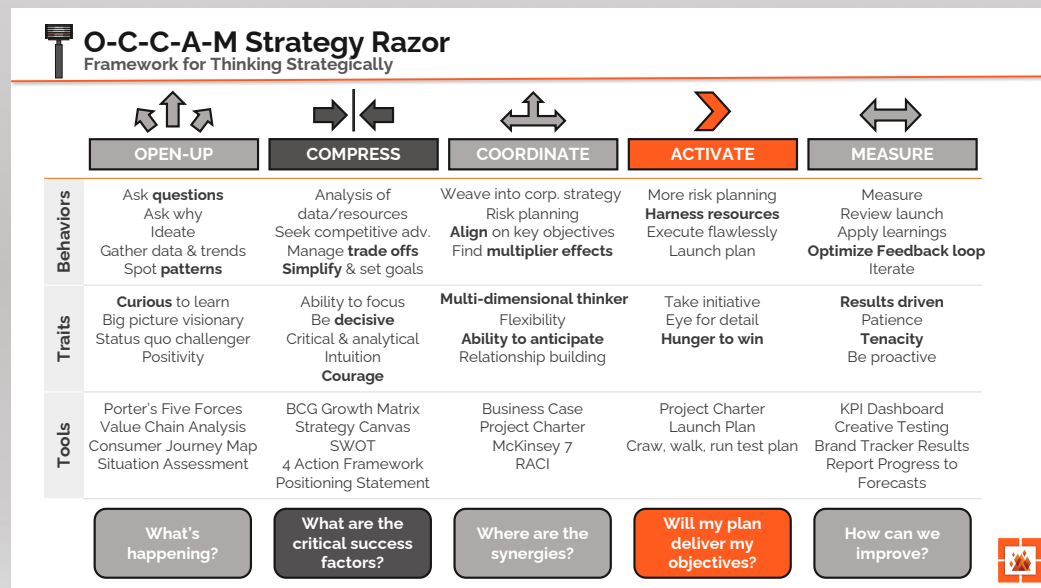
Will my plan
deliver my
objectives?

How can we
improve?



Download these at StrategyKiln.com

OCCAM Strategy Razor: A framework for thinking strategically



The Contradictions of Strategy

The Contradictions of Strategy

Simple ↔ Complex
Individual ↔ Company
Focused ↔ Multidimensional
Questions ↔ Actions

Though clear & easily communicated, considerable depth lies behind this simplicity

You make the choices, but alignment and commitment from others is critical

Ultra-focused, yet involves multiple factors that will bolster your actions (synergy)

Start with expansive curiosity and questions, proceed with massive action

Negotiating with these opposing charges yields strategic revelations



Simple definition of strategy

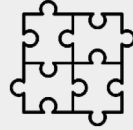
What are the critical factors of
the situation & how do I choose & connect
the right actions in order to win?



The Strategic Thinker...



Has an immense curiosity to learn and a growth mindset



Takes the complex and makes it into simple, clear language that's easy to share



Understands that strategy is not linear, it is multidimensional and holistic



Anticipates outcomes in terms of risks, envisioning a shift in trends, etc.



Recognizes that optimal market outcomes may be subordinate to corporate strategy & what your boss wants to see



Knows strategy is useless without a plan followed by massive action to achieve objectives



The Enduring Understanding

Strategy is a mindset. Build it by asking the right questions.

