

Five Drivers of Great Business Strategy

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Why Is Strategy Important?

- ❑ Unpredictable & Changing World
- ❑ Competitive Environment
- ❑ Direction
- ❑ Coherence & Alignment
- ❑ Thoughtful, Purposeful Action
- ❑ Shift Odds in Your Favor

Best Timing to Refresh Strategy

- ❑ Address Weaknesses & Mitigate Risk
- ❑ Need a Shared Purpose
- ❑ Transitions





Enterprise Minnesota Manufacturing Peer Councils