

Strategy house



What is this?

This is a visual representation of the group's strategy for transforming each idea into an innovation – activating it. It is a powerful tool for helping the group to filter through all their thinking and highlight the most important, compelling and strategic elements about their ideas.

How it works

Step 1

Using the strategy house template opposite, ask the group to discuss and write down the tactics they will use to activate the innovation and make it attractive to any stakeholders.

The tactics should be the most important actions that will need to be taken across the organisation to help transform the idea into a working innovation, such as 'prototyping', 'integrating into existing processes', 'communicating to stakeholders'.

Step 2

Continue the process for each of the 'levels' of the strategy house, working from the bottom to the top. You will need to explain the following definitions to the group:

Strategies – These are the key plans of action to activate the innovation

Objectives – These are the top three goals that the innovation is aiming to achieve

Challenge – Pick up the 'affirming the challenge' card in the Immersion stage

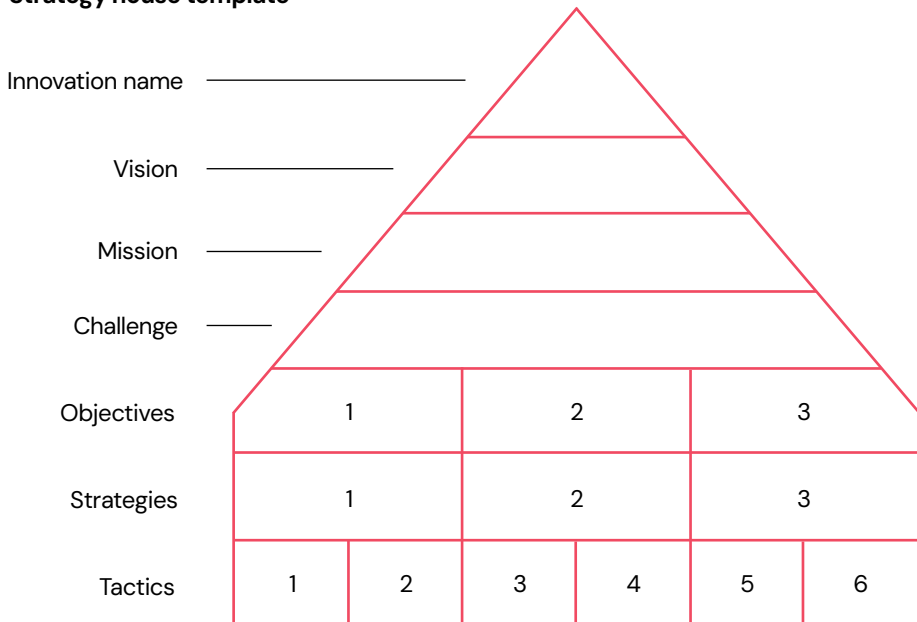
Mission – A literal quote stating what the innovation is setting out to do. This lets the organisation know the benefit it provides, who for, and why it's doing it

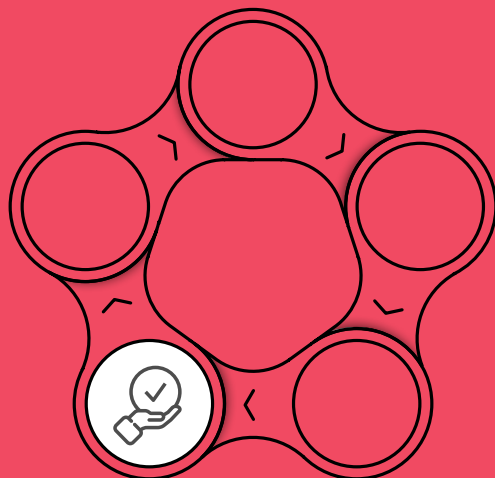
Vision – Looking toward the future, this is a statement of what the innovation hopes to achieve through its mission statement

Why it works

The visual depiction forces the group to clarify their thinking and keep information short and poignant.

Strategy house template





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