

Comprehensive Strategic Business Review and Growth Planning

A Structured Approach to Diagnose Challenges, Recommend Solutions, and Implement Impactful Initiatives



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Action Title: Executive Summary (Recommendation Snapshot)



Action Title: Executive Summary

provide a crisp, client-ready recommendation in one page



Situation snapshot

what is happening, why it matters, and what is at stake



Complication & implications

key risks, constraints, and trade-offs



Resolution headline

the top recommendation and expected direction of change



MECE structure

how the rest of the deck covers mutually exclusive, collectively exhaustive logic

Action Title: Situation— Complication— Resolution (SCR)



Action Title: Situation

current state across market, customer, operations, and capabilities



Action Title: Complication

what blocks performance (gaps, frictions, constraints, competitors)



Action Title: Resolution

the strategic response mapped to the root causes



MECE coverage check

ensure every issue is placed once (no overlap) and all are addressed (no omissions)



Decision ask

what the client should approve, change, or prioritize next

Action Title: Diagnostic Findings (Root Causes)



Hypotheses & tests — diagnostic questions, evidence sources, and validation approach

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Root-cause tree — map symptoms to drivers to underlying causes

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Key findings — top 3–5 findings with quantified impact where possible

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MECE diagnostic buckets — commercial, operational, people/process, technology/data

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Prioritization — rank root causes by magnitude, controllability, and urgency

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Action Title: Strategic Pillars (MECE Recommendation Architecture)



Action Title: Strategic North Star

The single guiding objective that aligns all pillars

Action Title: Pillar 1

Commercial growth / customer value creation (define scope and boundaries)

Action Title: Pillar 2

Operational excellence / cost-to-serve optimization (define scope and boundaries)

Action Title: Pillar 3

Capability & platform build (people/process/technology enablement)

Action Title: Portfolio logic

Ensure each initiative belongs to exactly one pillar and covers all needs

Action Title: Initiative Portfolio (From Pillars to Plays)



Plays & initiatives

List the key initiatives under each strategic pillar



Value logic

For each initiative, state value driver and expected outcome



Ownership model

Accountable leaders/teams and decision rights



Dependencies

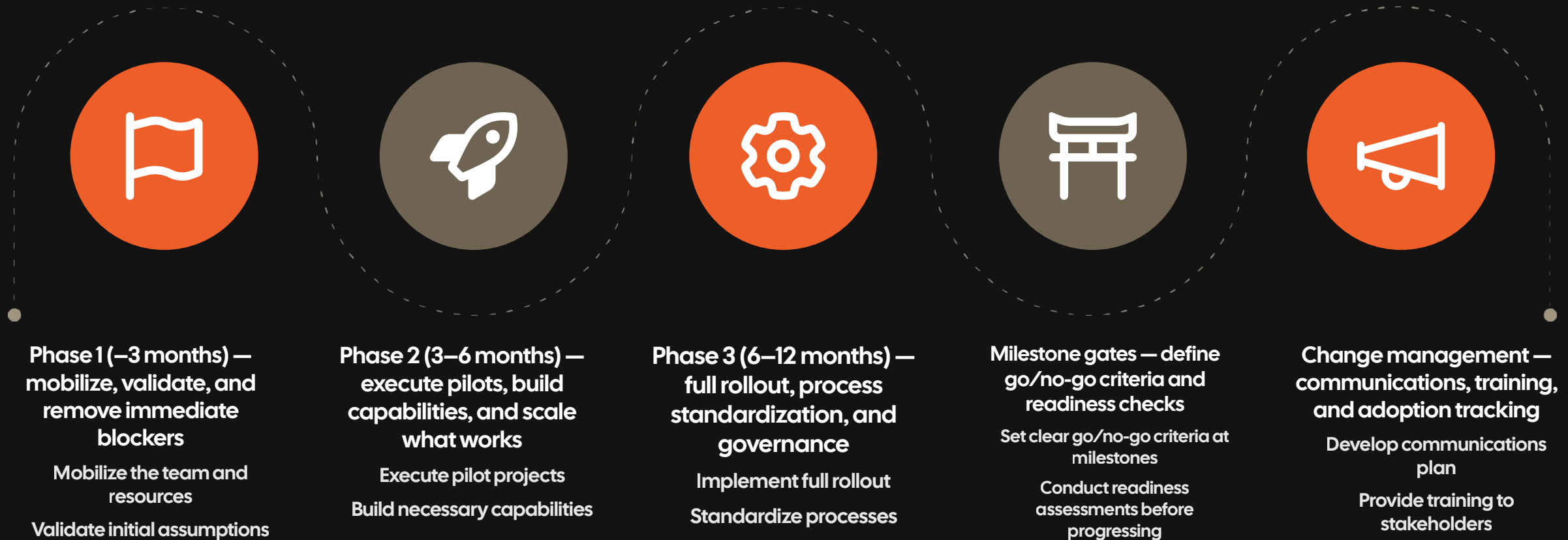
Cross-initiative and cross-department dependencies



MECE mapping

Confirm no initiative is duplicated across pillars

Action Title: Implementation Roadmap (Phased Delivery)



Action Title: Impact Assessment (Value, Cost, Risk)

Quantified impact — expected outcomes

revenue, margin, cost, cycle time, quality

Investment & resourcing

capex/opex range and key resource requirements

Risk-adjusted view

key risks, likelihood/impact, and mitigations

KPI framework

leading indicators tied to lagging financial results

Sensitivity & scenarios

show best/base/worst case logic

Action Title: Governance & Operating Model (Run the Change)



Decision cadence

Steering committee, weekly execution rhythm, escalation path



KPI ownership

Assign metrics to functions with review cadence



Performance management

Targets, baselines, and benefits tracking



Controls & compliance

Auditability, documentation, and risk controls



Continuous improvement loop

Learnings, backlog, and iteration mechanism

Action Title: Appendix (Methods, Evidence, and MECE Proof)

Evidence pack

data sources, interview list,
analyses, and assumptions

MECE mapping artifacts

issue taxonomy, root-cause
tree, initiative-to-pillar matrix

Glossary & conventions

definitions of terms, KPI
formulas, and scoring
approach

Implementation details

workstreams, RACI, and
sample deliverables

Contact & next steps

what to review, who owns
follow-ups, and timeline for
approval