



Navigating the Badlands

Diagnose Risk of Strategy Tragedy Pain

Check correct box

True

False

1. The same 2 (or 10) people have been talking to each other about strategy for the last several years.
2. Our strategy is more like that of other organizations in the industry than it is different.
3. We are better at optimizing our current strategy than creating radically new ones.
4. We use PowerPoint presentations as our main method to support strategy discussions.
5. Newcomers to the organization are listened to more closely than those people who have been here for a long time.
6. Our strategies defy industry norms.
7. Some of our recent strategies have changed customer expectations of ours and others' products and services in the industry.
8. We have products that target customers' unsolved needs.
9. Our new ventures are managed by people who are confident they have the right strategy.
10. We spend time trying to think of ways to get our customers to change.
11. Our company expects new ventures targeting new markets to take off fast and grow big quickly.
12. Our organization is abuzz with spontaneous strategic discussions.

Your answers to 1, 2, 3, 4, 9 and 11 should be false and 5, 6, 7, 8, 10 and 12 should be true. If your score is less than 75% correct, you are set up for Pain. This assessment, coupled with an analysis of how much strategy decay you have, can provide very useful insights about where you need to make big changes.

