



A Business Intervention Strategy

Business Identity

1. Business Identity – Vision - Mission?
2. Primary Objectives
3. Industry
4. Service Offerings & Customer Benefits
5. Measuring Success
6. Key Activity Areas
7. Organisational/Job Structures

Situational Appraisal

- Recognise and separate issues
- Potential Problems
- Problems to be analysed
- Decisions to be made

Strategic analysis - Determine

- SWOT or TOWS
- Core Competency tools
- USP
- Customer decision criteria analysis
- Competition & competitive intelligence
- PESTEL
- Porter's Diamond and/or Porter's Five Forces
- Customer and Stakeholder Analysis
- Identifying Strategic Options – BIG, DEEP, LONG
- Types of future
- Problem solving and RCA
- Evaluating and selecting Strategic Options

Business Plans and Organisational change

- Programme/Project Plans
- Financial Appraisal
- External Pressures
- Resources/Work Methods
- Market Opportunities

Key Improvement Areas

- Identity
- Marketing
- Staff
- Infrastructure
- Funding

The above Overview relates to the [Steps to Strategic Thinking Guide](#) available to Members.