Strategy Planning Checklist

9 Tips For How to Build a Business Roadmap Forward

Check which strategy parts you have. Circle which strategy parts you need. Topics selection is based on Internet demand. Rank each Strategy Class row from 1 to 5. Identify your strengths and weaknesses. Plan and Implement your Strategy Roadmap.

Strategy Class	Rank 1 to 5								
Business		Business Plan	Business Model	Business Objectives	Business Analysis	Business Level	Business Market Share	Business Products	Business Services
Brand		Customer Service	Identity	Positioning	Positioning Strategy	Brand Marketing	Long Term Goals	Brand Framework	Brand Messaging
Marketing		Social Media	Marketing Mix	Marketing Research	Word of Mouth	Content Marketing	Customer Experience	Online Marketing	Target Audience
Sales		Social Media	Conversion Rate	Target Market	Customer Experience	Lead Generation	Business Goals	Pain Points	Sales Pipeline
Operations		Long Term	Developing Operations	Operations Process	Operations Matrix	Operations Design	Competitive Advantage	Operations Management	Business Support
Team		Balanced Scorecard	Action Plan	Planning Process	Action Items	Strategy Execution	Achieving Goals	Management Process	Performance Measures
Technology		Machine Learning	Cloud Computing	Continuous Improvement	Digital Transformation	Operating Model	Hardware Software	Modern Technology	Business Capability
Finance		Financial Management	Long Term	Short Term	Corporate Strategy	Financial Resources	Goals and Objectives	Finance Functions	Return on Investments
Risk		Risk Management Plan	Balanced Scorecard	Risk Management for Directors	Risk Analysis	Risk Management in Finance	Operational Risk	Potential Impact	Reduce Risk

