

ECONOMIC LOGIC

How will we obtain our returns?

- Obtain premium prices by offering customers a difficult-to-match product
- Must reside on the cost side of the profit equation

DIFFERENTIATORS

How will we differ?
- Brand
- Location
- Price
- Physical setting
- Network
- Access to resources
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VEHICLES

How will we get there?
- Internal product development
- Joint ventures
- Licensing/franchising
- Alliances
- Tactical acquisitions
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Are you sure you have a strategy?

Presented by:
Kristin Edwards, Roger Flick,
Carrie Meyer & Wade Wingler

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Strategy has become a buzzword

What's missing in all the buzz is understanding what actually constitutes a strategy.

We know a business needs one. So what makes up a good strategy? What are its parts?

The Strategy Diamond framework explains just that

There are five elements to consider when using this model. Let's walk through them together. Thecasesolutions.com

ARENAS

Where will we be active?
- Product categories
- Market segments
- Geographic areas
- Core technologies
- Value-adding stages

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Pitney Bowes: Employer Health Strategy

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How will we differ?
The advantages?
- Physical location
- Price
- Physical setting
- Services
- Speed to the market
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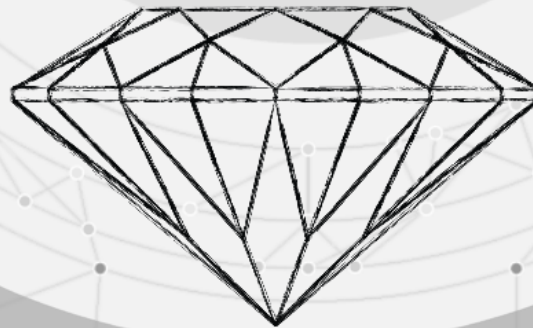
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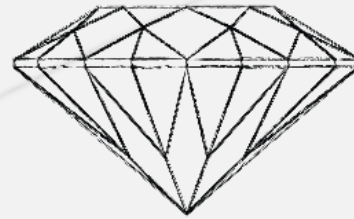
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DIFFERENTIATORS

How will we WIN in
the marketplace?

- Image
- Customization
- Price
- Product styling
- Reliability
- Speed to market
- Safety

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STAGING

What will be our speed and sequence of moves?

- Driven by a number of factors:
- Resources
- Urgency
- Market signals
- Achievement of credibility
- Pursuit of early wins

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