

## Strategy Deployment Model<sup>®</sup> For Continuous Performance Improvement

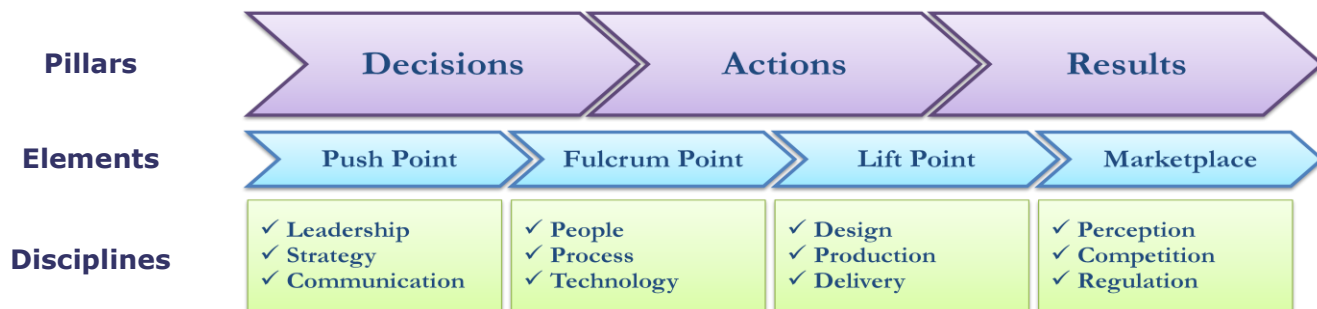
The Strategy Deployment Model breaks down and defines what it takes to achieve sustained business success, in the form of continuous performance improvement.

The top layer of the model identifies the three primary ***pillars*** supporting success: *decisions – actions – results*.

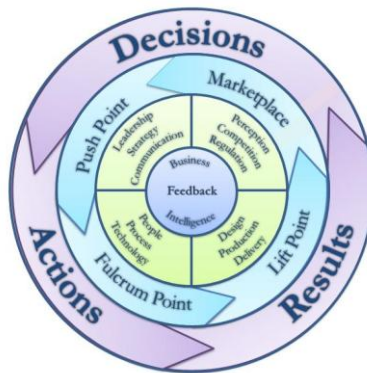
The middle layer of the model identifies the ***elements*** beneath the pillars: *push point – fulcrum point – lift point – marketplace*.

The bottom layer of the model identifies the ***disciplines*** (or forces) supporting (or influencing) the elements: *leadership – strategy – communication – people – process – technology – design – production – delivery – perception – competition – regulation*.

Sequentially the pillars, elements and disciplines form a linear view of the strategy deployment model, as depicted below...

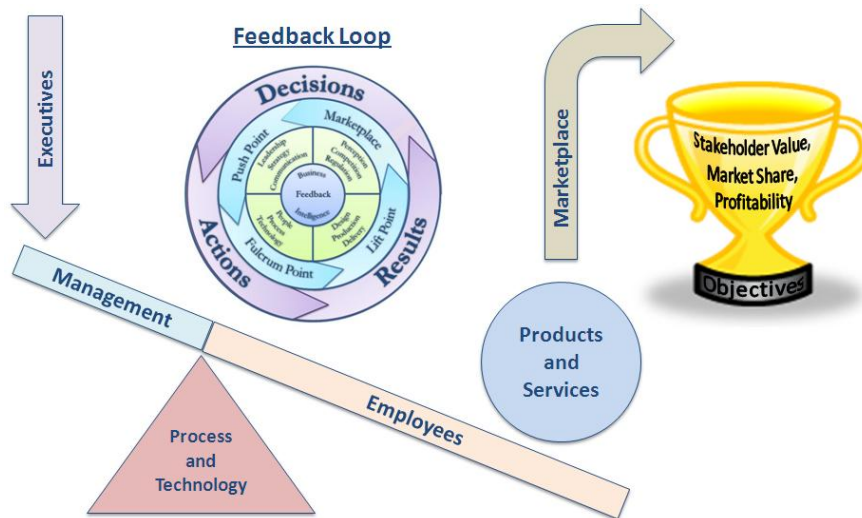


In order to achieve continuous performance improvement, we add a business-intelligence ***Feedback Loop***, to form a circular view of the strategy deployment model, as depicted below...



Having established the framework for the Strategy Deployment Model, we will now look to its practical application in business, which is illustrated by the physical/mechanical representation and discussion points below.

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The physical/mechanical representation above (think of a lever launching a ball into a cup) lends itself to the examination of each element and discipline, as they currently exist within a business, as follows:

- The **Push Point** is where executives use their leadership, strategic thinking and communication disciplines to influence and facilitate strategy deployment. Typical topics for analysis and improvement within this element are to identify, develop and deliver a clear vision and mission for the business, enthusiastic culture, realistic timeframes for deployment, and pragmatic expectations and accountabilities for achievable results.
- The **Fulcrum Point** is where management and staff design, develop and use business processes and technology to fulfill strategic business objectives. Typical topics for analysis and improvement within this element are: management skills in each business disciplines and cross-functionally; the relationship, communication and trust between management and employees; employee education, teamwork and motivation; business process design and adequacy; technology utilization and leverage; and project/change management maturity, discipline and capability.
- The **Lift Point** is where products and/or services are designed, developed, marketed and delivered. Typical topics for analysis and improvement within this element are: product quality, marketing, competitive positioning, and customer service.
- The **Marketplace** is where opportunities and threats from the operating environment are introduced. Typical topics for analysis and response within this element are: innovation, customer behavior, competition, regulation and the economy.
- The Business Intelligence **Feedback Loop** is where a company recognizes actual performance, and quantifies and prioritizes opportunities for action and improvement. Typical topics for analysis and improvement within this element are: identification of key performance measures and indicators; and tools, technology and techniques for reporting and acting upon the results.

For more information, contact: Gary M. Jacobs

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