

YOUR WORKING PAGE

Tool 5. Macidton One-Page Strategy

Macidton worksheet. "Where to play" and "how to win" draw on Lafley and Martin's Playing to Win, as does the "what would have to be true" question, which is Roger Martin's. [31] The strategic challenge and diagnosis fields draw on Rumelt's kernel of good strategy. [34]

Business / scope: _____ Date: _____ Owner: _____

Strategic choice	Our answer
Challenge: the single most important problem	
Diagnosis: the three facts that matter most	
Where we will play: customers, markets, offers and channels	
How we will win: why the chosen customer should prefer us	
Right to win: the capabilities or advantages behind that promise	
Economic logic: revenue, margin, cash and return	
Three priorities: what must change significantly	
Three non-priorities: what receives less or no resource	
Capabilities and resources: build, buy, partner, stop	
Measures and next 90 days: outcomes, owners and first moves	

Write short decisions here. Keep detailed budgets, evidence and implementation plans alongside this page. Update it when significant evidence changes.



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