

# Our Strategy Race: From Alicante to The Hague

## The compass.

***The compass, one of the most important components in sailing...***



*Picture from Sail-World.com*



# → Volvo Ocean Race 2017-2018: Route from Alicante to The Hague



# → Our Compass: Strategy Analysis Holistic Approach

## Context

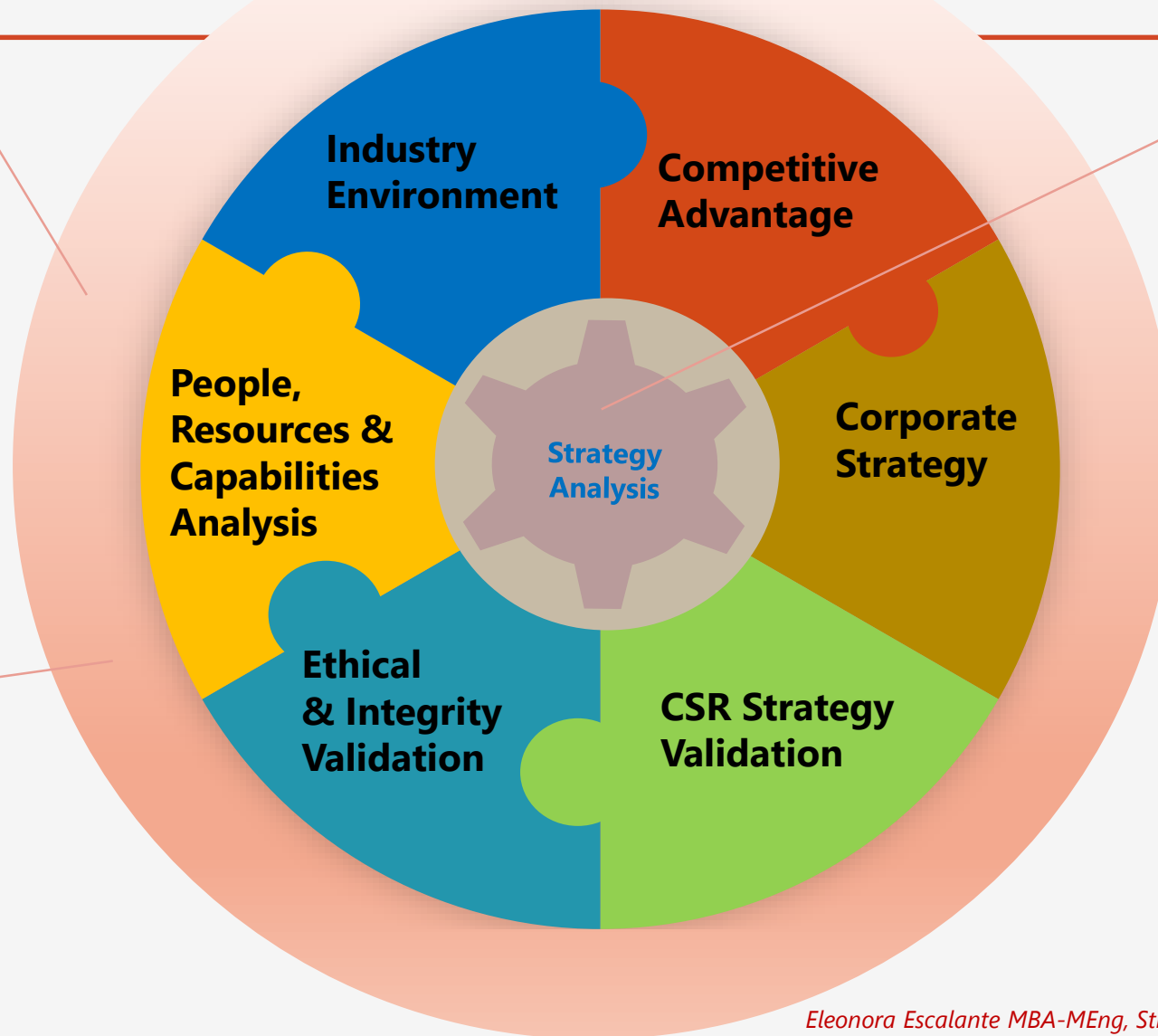
Contexts can vary:

1. Traditional Brick & Mortar
2. Digital-Tech
3. Hybrid
4. Talent Knowledge Services
5. Private or Public
6. Diversified

## Life Cycle Status

Life Cycle status can vary:

1. Start-ups
2. Full Growth
3. Mature entities



## Strategy Analysis

Must include at least 4 analysis

1. People, Resources & Capabilities Analysis
2. Industry Analysis
3. Competitive Advantage Analysis
4. Corporate Strategy Analysis

Finally the strategy analysis must be authenticated with:

5. CSR Strategy Validation
6. Ethical & Integrity Validation





# → Our Compass: Strategy Analysis Holistic Approach



All Pictures from [sail-world.com](http://sail-world.com), [volvoceanrace.com](http://volvoceanrace.com), [www.plastimo.com](http://www.plastimo.com).

  
*Thank you*

