

READ ME FIRST (READ ME AFTER)

Vision21 Strategic Framework™ (V21SF™)

Businesses may declare “purposes” and may “target” markets, but only customers decide what businesses are and whether they endure.

To flourish, businesses must accelerate customer-centric value creation. More value creation is better for any enterprise and for all of its constituencies.

The Vision21 Strategic Framework provides a comprehensive, yet straightforward and extremely effective, value-creating solution for enterprise strategy.

- **V21SF** engages entire organizations in the formulation, validation and execution of enterprise strategy.
- **V21SF** unambiguously documents and communicates complete enterprise strategies, at any desired level of detail.
- **V21SF** directly addresses enterprise success by focusing all resources, attentions and efforts on one business system with one goal: more value creation.
- **V21SF** uses necessity and sufficiency logic to methodically develop and refine all of the actions and results that underwrite enterprise strategic success. Employees already know how to think this way.
- **V21SF** surfaces and documents parallel assumptions that assure desired results.
- **V21SF** encompasses three business development horizons: core, emerging and promising.
- **V21SF** uses the proven disciplines of The Ultimate Improvement Cycle (UIC) to drive operational excellence, within the core business.
- **V21SF** systematically applies talent management, thinking disciplines and value-creating initiatives, as performance levers to achieve dramatic leaps in value creation.
- **V21SF** harmonizes and synchronizes strategic execution, while providing the means to monitor daily progress, throughout the enterprise.
- **V21SF** provides “line of sight” between every strategic action, every strategic result and the ultimate enterprise objective: more value creation.
- **V21SF** directly accommodates sphere of influence and span of control considerations, enabling managers to concentrate on their pieces of the puzzle, while maintaining a clear “big picture” perspective.
- **V21SF** exists almost entirely in the public domain, practically free for the taking!

While the Vision21 Strategic Framework is very straightforward – i.e. able to fully engage every employee in strategic execution – the underlying disciplines and logic are far from trivial. Using **V21SF** well requires the integrated application of decades of work product, from many of the world’s foremost business thought leaders. So, if you don’t get it, at first blush, hang in there. You will get it when you clearly see how **V21SF** accomplishes all the things, above, and constructively addresses all 25 MIX Moonshots.