Strategy Deployment Model [®]
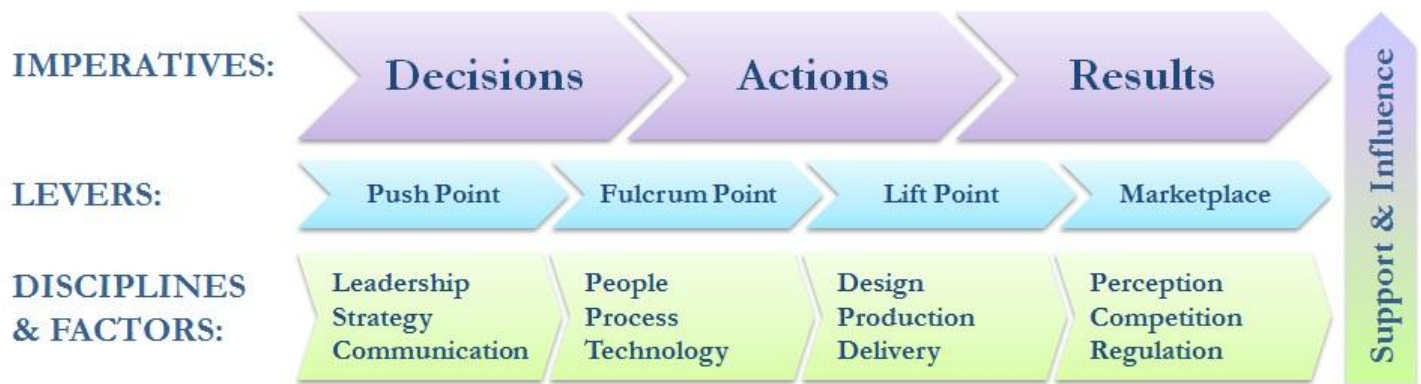# For Continuous Performance Improvement

The Strategy Deployment Model is a proprietary framework that 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 **_imperatives_** for success: _decisions – actions – results._

The middle layer of the model identifies the **_levers_** driving the imperatives: _push point – fulcrum point – lift point – marketplace._

The bottom layer of the model identifies the **_disciplines & factors_** supporting and influencing the levers: _leadership – strategy – communication – people – process – technology – design – production – delivery – perception – competition – regulation._

Sequentially the imperatives, levers, disciplines and factors 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…
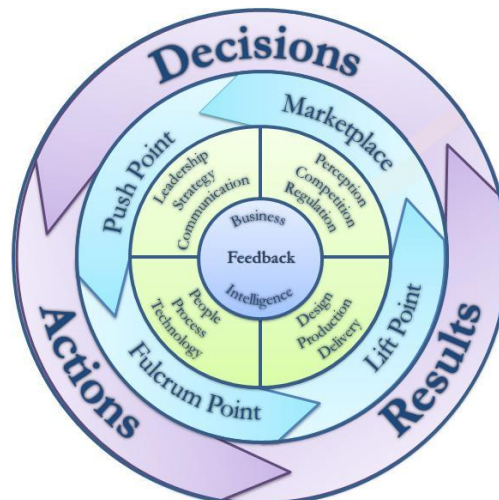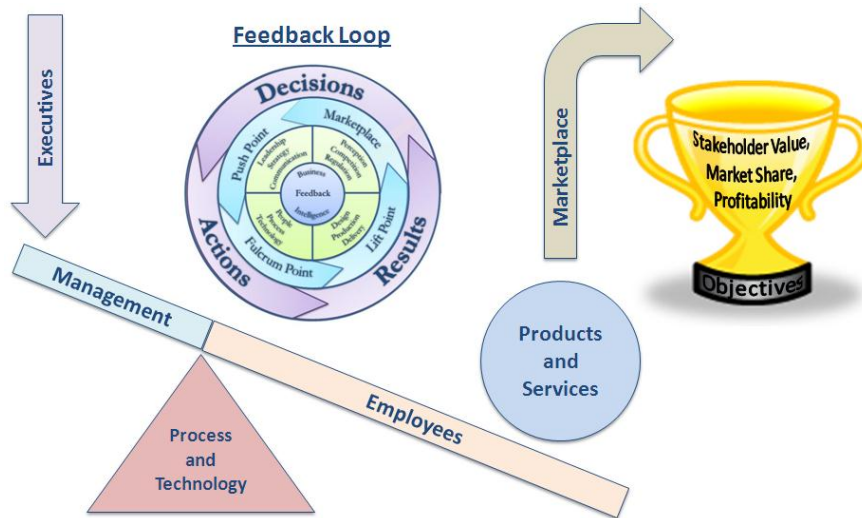

Having established the framework for the Strategy Deployment Model, we now look to its practical application in business, which is illustrated by the physical/mechanical representation and discussion points below.

~ continued ~

Strategy Deployment Model ®
For Continuous Performance Improvement

The physical/mechanical representation above (think of a lever launching a ball into a cup) lends itself to the examination of each lever, discipline and factor, 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 lever 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 lever are: management skills in their respective business discipline 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 lever are: engineering and design, 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 within this lever are: innovation, customer behavior, competition, regulation and the economy.

- The Business Intelligence **_Feedback Loop_** is where a company captures actual performance, and identifies and prioritizes areas requiring decisions, actions and further improvement. Typical topics for analysis and improvement within this lever are: identification and measurements of key performance and indicators; and tools, technology and techniques for reporting and acting upon the results.

For more information, a facilitated presentations and discussion, or assistance implementing the Strategy Deployment Model, contact: Gary M. Jacobs at 914.260.2851