

OUTLIERS BUSINESS STRATEGY CENTRE™

CEO Strategy Briefing Pack

A concise strategy brief for the CEO

Chief Executive Officer · Flagship Edition 2026

Publication-ready resource for the Outliers Resource Library

1. Strategy on a Page

Element	Summary
Ambition	[Where we are going and by when]
Where to play	[Markets, segments, geographies]
How to win	[Our basis of advantage]
Priorities	[Top 3-5 strategic priorities]
Capabilities	[What we must be great at]

2. Strategy Health (example)

Dimension	Status	Note
Direction	Green	Strategy clear and shared
Execution	Red	Delivery behind plan
Growth	Amber	Below ambition
Value	Amber	ROIC below hurdle
Risk	Amber	One critical execution risk

3. What Needs the CEO's Attention

- Execution is behind plan — capacity and prioritisation decisions needed
- Capital re-allocation toward highest-return initiatives
- Growth bets need funding to hit ambition
- One critical execution risk requires intervention

4. Decisions This Quarter

- Approve additional delivery capacity / PMO strengthening
- Approve capital re-allocation to top initiatives
- Confirm funding for priority growth bets
- Agree intervention on the critical execution risk

5. The Next 90 Days

Focus	Action
Reset execution	Re-baseline plans; strengthen delivery
Re-allocate capital	Shift capital to highest-return bets
Fund growth	Release funding for priority growth
Manage risk	Act on the critical execution risk

Notes & Disclaimer

This toolkit is a professional management resource. Calibrate frameworks, scoring, KPIs and governance to your organisation, sector and strategy. Targets and thresholds are illustrative and should be set by leadership.