

CEO Strategy Guide

Outliers Business Strategy Centre™ · Guide

Audience: Executives & strategists | Tier: Professional

Introduction

Welcome to the CEO Strategy Guide. This guide consolidates leading practice from the Outliers Business Strategy Centre™ into a concise, board-ready reference you can apply immediately within your organisation.

- Apply the introduction lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Why It Matters

- Apply the why it matters lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Core Concepts

- Apply the core concepts lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Operating Framework

- Apply the operating framework lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Step-by-Step Approach

- Apply the step-by-step approach lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Common Pitfalls & Mitigations

- Apply the common pitfalls & mitigations lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Maturity Indicators

- Apply the maturity indicators lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Practical Checklist

- Apply the practical checklist lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

Case Examples

- Apply the case examples lens to your strategic context and clarify the decision at hand.
- Use structured templates, working sessions and decision logs to build alignment across the executive team.
- Capture outcomes, owners and timelines; integrate into the quarterly strategy review cadence.

References

- Apply the references lens to your strategic context and clarify the decision at hand.
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