

Innovation Playbook

Outliers Business Strategy Centre™ · Playbook

Audience: Executives & strategists | Tier: Professional

Executive Summary

This playbook codifies a board-grade approach to Innovation Playbook. It is designed for CEOs, MDs, CFOs, strategy directors and executive committees who need a structured, repeatable way to mobilise the organisation around a clear strategic agenda.

- Apply the executive summary 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.

Strategic Context

- Apply the strategic context 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 Principles

- Apply the operating principles 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.

Playbook Plays

- Apply the playbook plays 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.

Play 1 — Diagnose

- Apply the play 1 — diagnose 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.

Play 2 — Set Direction

- Apply the play 2 — set direction 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.

Play 3 — Execute & Govern

- Apply the play 3 — execute & govern 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.

Play 4 — Measure & Adapt

- Apply the play 4 — measure & adapt 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.

Roles & Responsibilities

- Apply the roles & responsibilities 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 Vignettes

- Apply the case vignettes 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.

Implementation Roadmap

- Apply the implementation roadmap 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.