

# Value Creation Plan Template

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*Outliers Business Strategy Centre™ · Template*

Audience: Executives & strategists | Tier: Professional

## Purpose

This document is provided by Outliers Professionals as part of the Business Strategy Centre™. It supports executive teams, boards, strategists and business unit leaders in formulating, executing and sustaining a winning strategy.

- Apply the purpose 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.

## How to Use This Template

- Apply the how to use this template 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.

## Inputs Required

- Apply the inputs required 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.

## **Section 1 — Context & Objectives**

- Apply the section 1 — context & objectives 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.

## **Section 2 — Analysis & Inputs**

- Apply the section 2 — analysis & inputs 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.

## **Section 3 — Decisions & Recommendations**

- Apply the section 3 — decisions & recommendations 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.

## **Section 4 — Action Plan**

- Apply the section 4 — action plan 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.

## Appendix — Worked Example

- Apply the appendix — worked example 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.

## Glossary

- Apply the glossary 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.