

THE REGENERATIVE BUSINESS DEVELOPMENT COMMUNITY

Carol Sanford Institute



STRATEGIC THINKING AND DECISIONS

Framework Year One: Strategic Thinking

Performance Indices: Life-giving contribution For stakeholders 2	Corporate Direction: Our singularity of path at the intersection of our essence, global imperatives & market universe of choice. (produces non-displaceability & future proof)	Pursuits: We are clear regarding what we put resources against (and do not) transactions, transformations, transitions toward self-
Capacity: 3 types of Growth partnerships, building talent and capability, and capacity with acquisition & mergers, divestitures	Portfolio Differentiation portfolio of business and offers for different buyer and channel nodes; our positioning of offerings and product systems	Premises: Evergreen processes for marketing & pricing plans; development and evolving business model to build system value

Framework Year Two: Leadership

Stakeholder Development: capability to build system reciprocity, understand of effects on system	Integrate-ability. Have strategy for integrating with current ventures and culture with proposed ones	Intention: Changes in our intention-BE, FE, OE targets and measures for progress & achievement
Possibilities (in the flow). Understand levels of flow for possibilities and how to intercept: in terms of trends, and evolution	Competitor's strategy. Have a means of reflecting on and engaging with competitor's strategy as we move in new directions in the universe, and their likely responses to our choices. Collaborations	Competitive Dynamics. Outside and inside the industry: Have strategy for reflecting and engaging with dynamics effecting all competitors and maybe industries

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Framework Year Three: Operationalizing Strategy

Spirit and Will. A clear philosophy of leading and managing & work design that enlivens spirit and evokes agency toward Strategy.	Work Design Structure work for regenerative practice including pay & progression, hiring and all work systems and processes.	Projects- existing projects and their appropriateness to support pursuits and strategic intentions.
Material: Have capability and plan to work from a value-adding process mindset rather than supply and value chain	Tangible factors: Resources, talent development Essence characteristics of people, materials, systems are developed overly and strategically	Systems Development Financial, technology and distribution methodology that linked to universe and prox. env. Plan to redesign and managing systems evolution;