

STRATEGIC MARKET EVOLUTION & VISUALIZATION

EXISTING SITUATION

Strategy leadership conducting an agile and disruptive method to explore and distill the complexities of how their markets and competition are evolving. Focusing their team to gain ability to see traditional and non-traditional trends, players, constraints, drivers and disruptions.

SCOPE

- Exploration and consolidation of qualitative and quantitative perceptions that define and influence the evolution of market ecosystems.
- Strategic systems models and visualizations to include an overall Strategic Gameboard for leadership and team to monitor, explore and predict strategic shifts in markets and competition.
- Strategic directives to pursue opportunities within the defined market ecosystem.

Industry: Global Corporation
Client: Senior Strategy Leadership Team



RESULTS

- Defined strategic direction bringing clarity and alignment through top leadership.
- New agile and adaptive mechanisms for strategic actions to be vetted.
- Accelerated vetting of incoming qualitative and quantitative insights towards market awareness.
- Adaption of more efficient and inclusive strategy communication tools for internal teams.

MORSE GROUP APPROACH

- Defined market ecosystem through quantitative and qualitative analysis using Strategy Gameboard Dynamics with internal team and outside contracted resources.
- Built Strategy Game Evolution model of market ecosystem.
- Simplified visualization of ecosystem evolution and variables.

MORSE GROUP METHODS / TOOLS

- ACCEL™ Model, SOCiT™, Visual Thinking, Strategy Gameboard Dynamics™, Strategy Game Evolution™.

Retention Increases with Visual & Engagement (Industry Data)

Addition of Visual + Engagement 70%

Strategic Myths Hewlett-Packard

Communication Equals Understanding: Low Understanding of Strategy

Leaders Communicate Enough 90%
Clarity of Direct Reports 32%

Execution Means Sticking to the Plan: Agility Obstacle

Say Agility Single Obstacle 33%

Harvard Business Review
(400 CEOs, 8000 Managers,
250 companies)