



The One-Minute Strategy Check

Evaluate your current strategy in less than a minute.

Good strategy meets no less than ten criteria. Assessing your strategy thoroughly against all ten costs time and effort. However, for a quick insight into the quality of your strategy you can use the One-Minute Strategy Check.

It covers every criterion with a single question. Keep in mind that it is not the answer itself, but the discussion it triggers that matters most.

Every "maybe" or "no" signals a potential risk. It is up to you to decide whether you accept the risk or want to work on it and improve your strategy.



Yes Maybe No

Coherence check

Do all the elements of your strategy fit together?

Efficiency check

Do you use everything you have to its full potential?

Effectiveness check

Does your strategy do what it is supposed to do?

Uniqueness check

Is your strategy sufficiently different from others?

Flexibility check

Can you change your strategy easily enough?

Robustness check

Can you maintain your strategy in the face of change or crisis?

Scalability check

Can you grow without too much extra effort?

Responsibility check

Are you doing the right thing?

Actionability check

Can you and your people execute the strategy?

Energy check

Does the strategy give you and your people energy?



I am Jeroen Kraaijenbrink.

My belief is you are the expert in your line of business. What I do is listen and engage in a focused and structured dialogue where all viewpoints converge to help you find the answers.



Strategy planning and execution can be daunting and challenging, but it doesn't have to be.

Hop on a call with me to go through it together. We can see what actionable steps can be taken that can help you grow your business.



Learn more on www.jeroenkraaijenbrink.com



Schedule a meeting with me on [Calendly](#)



Send me inquiries at jk@kraaijenbrink.com



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