

Strategy on a Page *template and how to use it*



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version



Why use a Strategy on a Page

The ThinkGo Strategy on a Page template compiles abridged elements of a company business strategy. Our customers use this template to literally get on the same page, communicate “the plan” to their team, and as a governance tool with their investors and boards.

Its content and format is designed to provide succinct business context to AI models.

It has 4 sections:

Core Identity

- Purpose, vision, and mission
- Company values
- Why your people choose your company

Business Strategy Summary

- Challenge
- Gameplan
- Winning moves
- Big Hairy Audacious Goal
- "3 Horizon" objectives

Target Market

- Customers' industries
- Value proposition

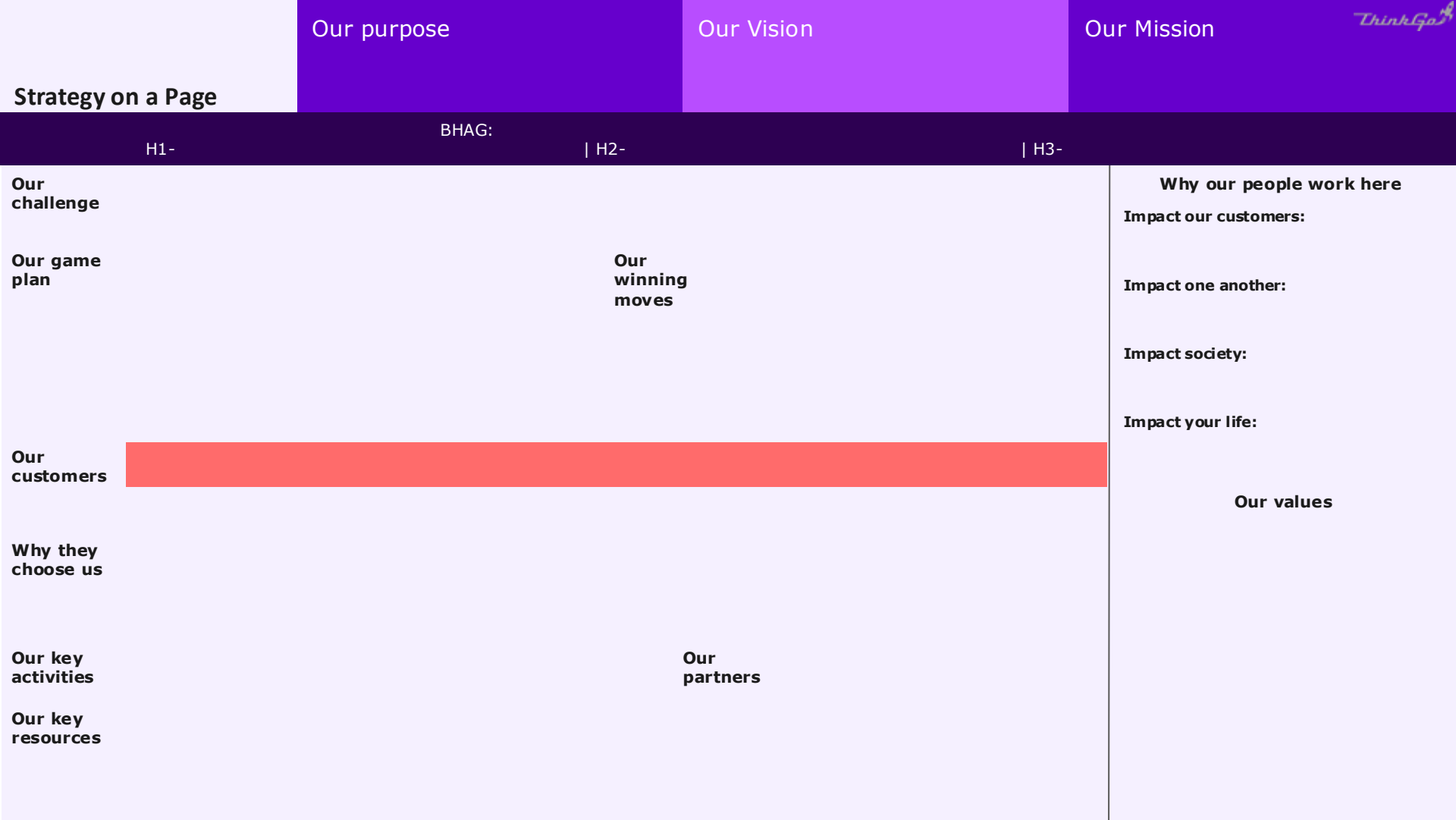
Tactics

- Key activities
- Key resources
- Key partnerships

Safe harbour statement: This Strategy on a Page template is a Free Tool from ThinkGo and your use of it is governed by our [Customer Terms and Conditions](#).



Here's the blank template



Here's a completed example



Strategy on a Page

BHAG: By 2029, becoming the world's most trusted digital learning platform with presence in every major education market empowering 100m students
H1-Strengthen core business and market position in USA | **H2-**Scale globally and innovate core offerings | **H3-**Transform global education technology

Our challenge

While we've achieved significant market penetration with 40M+ users and strong growth, the EdTech landscape is rapidly evolving with increasing competition and demanding customers. To maintain our growth trajectory and \$300m valuation, we must strengthen

Our game plan

Leveraging our core strengths in digital annotation, accessibility features, and deep education sector expertise, we will focus on delivering enterprise-grade solutions that seamlessly integrate with major LMS platforms. We'll prioritize product innovation and strategic partnerships while maintaining our commitment to teacher success and student engagement, establishing jammi as the essential digital learning tool for K-12 education globally.

our enterprise capabilities, deepen our accessibility leadership, and scale our go-to-market operations while maintaining our exceptional customer experience and product innovation momentum.

Our winning moves

- Accelerate enterprise-grade feature development for district-wide deployments
- Expand strategic partnerships with leading LMS providers and EdTech platforms
- Pioneer AI-powered learning tools for personalized education
- Strengthen our accessibility leadership through special education innovation
- Build a global channel partner network for international expansion
- Develop data analytics capabilities for learning outcome insights

Why our people work here

Impact our customers: Empowering educators to transform learning, giving more time for students.

Impact one another: Building authentic collaboration where innovation thrives and everyone grows together.

Impact society: Making quality education accessible and engaging for students everywhere.

Impact your life: Combining educational purpose with innovation for meaningful personal growth.

Our customers

Learning Providers: K12 schools, private/charter schools, special education depts, international schools, teachers

Why they choose us

Streamlined Teaching	Streamlined Learning	Easy to Use	Cost Effective	Enhanced Accessibility	Inclusive
• creating engaging, accessible learning experiences • reducing time spent on administrative tasks and document management	• increasing student participation through real-time feedback and interaction	• modernizing the teaching and learning experience • minimizing technology adoption barriers	• maximizing return on educational technology unlike costly and complex legacy systems	• transforming digital learning • improving student outcomes by eliminating accessibility barriers for diverse learners	• enabling personalized learning at scale unlike conventional one-size-fits-all digital solutions

Our key activities

Product Development and Innovation Sales and Customer Acquisition Customer Success and Support	Technical Infrastructure Management Content and Resource Creation
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Our partners

CDW-G Clever ISTE	Google Microsoft	PowerSchool Amplified IT
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Our key resources

IP & Content	Human Capital	Technology	Community & Network
• Template library and educational content • User-generated content repository • Community knowledge base • Patents and technical IP	• Our winning team of 200+ • Subject matter experts • Customer success special lists • Product development team	• Cloud infrastructure • Integration frameworks • Security architecture • Analytics platform	• Teacher community platform • Content sharing network • Professional development community • User feedback ecosystem • Best practices repository

Values



Truth

We don't deviate from our aim, what we aim for we achieve AND, we foster an environment where authenticity prevails, and transparency is non-negotiable.



Heart

We genuinely care about our customers' success and our team's wellbeing. We create lasting partnerships built on empathy and mutual respect.



Excellence

We combine innovation with flawless execution, to deliver enterprise-grade solutions that our customers can trust and rely upon.



Integrity

Every interaction, decision, and solution is grounded in honest, direct communication and genuine relationships.

Here's how you build your own



1. Write down your Core Identity

Purpose

Have, Feel

Why you are doing the work you are doing.

Vision

Be, Hope

It's what the future looks like if goals and intentions are accomplished and laid out to be the driving force of how the company defines success.

Mission

Do

It's an actionable vision statement and defines the immediate goal.

Here's ours as an example to get you started:

Purpose

Empowering startup leaders to design and activate business strategies that survive, scale, and succeed.



Vision

Becoming the trusted growth partner for B2B tech startups and their investors globally.



Mission

We activate business strategy for accelerating startups.



Too hard basket?

Click "Navi" for help with your Core Identity – it's free.



1. Write down your Core Identity (cont'd)

Why our people work here

This section has four brief sentences about why employees work for your company. This section reaffirms the why purpose which attracts employees to your company and keeps them motivated in what they do for your customers and the company. These are like mini mission statements describing the general intentions common with most employees about how they feel that they are making a positive difference to your customers, each other, their community and society, and themselves.

- Impact our customers (all of your customers)
- Impact one another (colleagues, team members, peers and managers)
- Impact society (community)
- Impact your life (themselves)

Our Values

This section restates concise versions of your company values. Typically, companies have 3 – 4 key values and icons associated with those values.



Too hard basket?

Click “Navi” to tighten up your Values – it’s free

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Our winning moves

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Impact one another: Building authentic collaboration where innovation thrives and everyone grows together.

Impact society: Making quality education accessible and engaging for students everywhere.

Impact your life: Combining educational purpose with innovation for meaningful personal growth.

This is where your Core Identity goes

Our customers

Learning Providers: K12 schools, private/charter schools, special education, independent international schools, teachers

Why they choose us

Streamlined Teaching	Streamlined Learning	Easy to Use	Cost Effective	Enhanced Accessibility	Inclusive
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2. Write down your Business Strategy Summary

The kernel of a business strategy contains a diagnosis, guiding policy and coherent actions^[1]

Our challenge
(Diagnosis)

Our understanding of why the challenge exists to determine what coherent set of actions could overcome the challenges; *understanding what's going on* (typically 80-120 words)

Our game plan
(Guiding policy)

Our approach chosen to overcome the challenges identified; *the way we have chosen to win in the places we have chosen to play* (typically 80-120 words)

Our winning moves
(Coherent actions)

The orchestration of interrelated activities designed to carry out the guiding policy and when delivered together overcome the challenge; *the steps we take to get it done* (typically 5-7 bullet points)

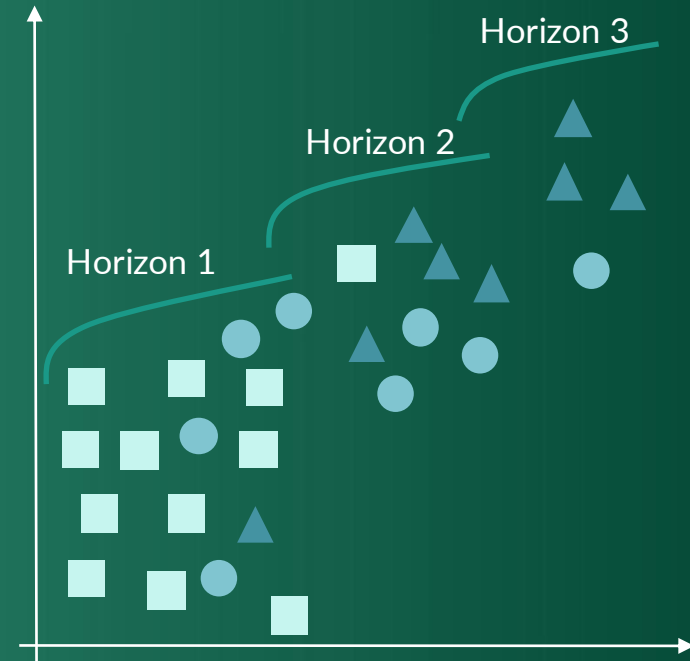
¹ Rumelt, R. 2011. Good Strategy/Bad Strategy. Profile Books Ltd.



2. Write down your Business Strategy Summary (cont'd)

BHAG is a concept developed in the book *Built to Last*^[1]. A BHAG (pronounced "Bee Hag," short for "Big Hairy Audacious Goal") is a powerful way to stimulate progress. A BHAG is clear and compelling, needing little explanation; people get it right away. Think of the NASA moon mission of the 1960s. The best BHAGs require both building for the long term AND exuding a relentless sense of urgency: What do we need to do today, with monomaniacal focus, and tomorrow, and the next day, to defy the probabilities and ultimately achieve our BHAG?

McKinsey featured the 3 Horizon framework in *The Alchemy of Growth*^[2], typically with Horizon 1 being from present to 2 years, Horizon 2 from 2-5 years, and Horizon 3 from 5+ years. Having a theme for each of the horizons allows for readers to understand the stepping stones that the company will use to achieve its BHAG. It's important to note that the three horizons framework is not sequential. Key activities and coherent actions that are undertaken in a given time period usually are composed with 70% of them pertaining to Horizon 1, 20% for Horizon 2 and 10% for Horizon 3. In this way, a company is preparing to launch into later horizon activities and actions before that horizon starts.



¹ Jim Collins and Jerry Porras. 2002. *Built to Last*, 3rd ed. Harper Business.

² Mehrdad Baghai, Stephen Coley, and David White. 1999. *The Alchemy of Growth*. Perseus Publishing.

BHAG: By 2029, becoming the world's most trusted digital learning platform with presence in every major education market empowering 100m students
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Our challenge

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Our game plan

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Our winning moves

our enterprise capabilities, deepen our accessibility leadership, and scale our go-to-market operations while maintaining our exceptional customer experience and product innovation momentum.

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Why our people work here

Impact our customers: Empowering educators to transform learning, giving more time for students.

Impact one another: Building authentic collaboration where innovation thrives and everyone grows together.

Impact society: Making quality education accessible and engaging for students everywhere.

Impact your life: Combining educational purpose with innovation for meaningful personal growth.

Our customers

Learning Providers: K12 schools, private/charter schools, special education depts, international schools, teachers

Why they choose us

Streamlined Teaching	Streamlined Learning	Easy to Use	Cost Effective	Enhanced Accessibility	Inclusive
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Our key activities

Product Development and Innovation
 Sales and Customer Acquisition
 Customer Success and Support

Technical Infrastructure Management
 Content and Resource Creation

Our partners

CDW-G
 Clever
 ISTE

Google
 Microsoft

PowerSchool
 Amplified IT

Our key resources

IP & Content

- Template library and educational content
- User-generated content repository
- Community knowledge base
- Patents and technical IP

Human Capital

- Our winning team of 200+
- Subject matter experts
- Customer success specialists
- Product development team

Technology

- Cloud infrastructure
- Integration frameworks
- Security architecture
- Analytics platform

Community & Network

- Teacher community network
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This is where your Business Strategy Summary goes

3. Know your Target Market

Your customers' industries

List the industries or distinguishable groups to which your top 2-4 customers belong.

Using “jammi” an example: Jammi is an Ed Tech company enabling lessons planning, grading and assessments and course creation for K-12 schools, private/charter schools, special education depts, international schools, and teachers. If jammi listed their customers as “education providers” then they’d struggle to deliver a product that uniquely relieves the pains of their customers.

Rule of thumb: go niche until you dominate that market (40% market share).

Why your customers choose you; your Value Proposition

Strategyzer says that “Great value propositions are the heartbeat of creating value for your customers.” And that they need to be embedded in your business model to ensure that you are creating value for your organization while creating value for your customers with your products and services.

In this section of the Strategy on a Page, list the 3-5 key areas that describe the pains that your company is relieving and the gains your company is creating for your customers that keep them continuing to choose you.



Too hard basket?

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Our purpose
To break down barriers between teaching and learning.

Our Vision
A world where every student can learn without limits.

Our Mission
To transform classroom engagement through technology that empowers every teacher and student.

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While we've achieved significant market penetration with 4M+ users and strong growth, the EdTech landscape is rapidly evolving with increasing competition and demanding customers. To maintain our growth trajectory and \$300m valuation, we must strengthen

Our game plan

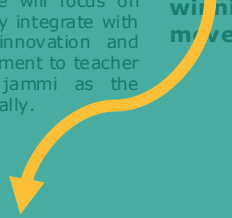
Leveraging our core strengths in digital accessibility, accessibility features, and deep education sector expertise, we will focus on delivering enterprise-grade solutions that seamlessly integrate with major LMS platforms. We'll prioritize product innovation and strategic partnerships while maintaining our commitment to teacher success and student engagement, establishing jammi as the essential digital learning tool for K-12 education globally.

Our enterprise capabilities deepen our accessibility leadership, and scale our go-to-market operations while maintaining our exceptional customer experience and product innovation momentum.

Our winning moves

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This is where your Target Market goes



Our customers

Learning Providers: K12 schools, private/charter schools, special education depts, international schools, teachers

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4. Write down the Tactics necessary for your success^[1]

Key Activities

The Key Activities are your company's crucial actions to operate successfully, aligning to your unique business model.

In this section of the Strategy on a Page, list the names of 3-6 key activities that you must do for your business model to be successful. If you've used the BMC to help with your business planning, then this block simply has the Key Activities that you've listed on your BMC.

Key Resources

The Key Resources allow your company to create your company's value proposition. Key Resources are your secret sauce ingredients, your magic, your "je ne sais quoi".

In this section of the Strategy on a Page, list the names of 3-6 key resources that you must have for your business model to be successful. If you've used the BMC to help with your business planning, then this block simply has the Key Resources that you've listed in your BMC with short bullet point descriptions about that key strategic resource.

Key Partnerships

The Key Partnerships are your network of suppliers and partners who make your business model work. The alliances that your company creates aim to optimize operations, reduce risk of business stumbles or fails, or acquire resources that your company does not feel is "core" to produce yourself. There are usually four types of partnerships: strategic alliances between non-competitors, strategic partnerships between competitors, joint ventures, and buyer-supplier relationships.

In this section of the Strategy on a Page, list the names of 3-6 key business partners that are critical for your business model to be successful. If you've used the BMC to help with your business planning, then this block simply has the name of your Key Partners that you've listed in your BMC.

NB: The Tactics should relate to your BHAG, 3 Horizon Objectives, Challenge, Game Plan and Winning Moves

¹ Osterwalder, A., Pigneur, Y. 2010. *Business Model Generation*. Wiley



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This is where your Tactics go

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DIY strategy work left you for dead?

ThinkGo's business engineering team are here to help.
Contact us at grow@thinkgo.co.nz

Fast Reviews

Competitive Market
Messaging / Positioning
Business Environment
Target Customer
Product-Market Fit
Value Proposition
Business Model
Sales Process

In-Depth Analysis

Go-To-Market
Whole Product
Sales Effectiveness
Business Strategy
Strategy Execution

Business Engineering Design

Business Model Development
Software Product
Commercialization

Fractional Leadership

Chief Growth Officer
Innovation Coach
Exec Team Coach

