ThinkGo Strategy on a Page
Explainer

Devin Deen, CEO / Founder
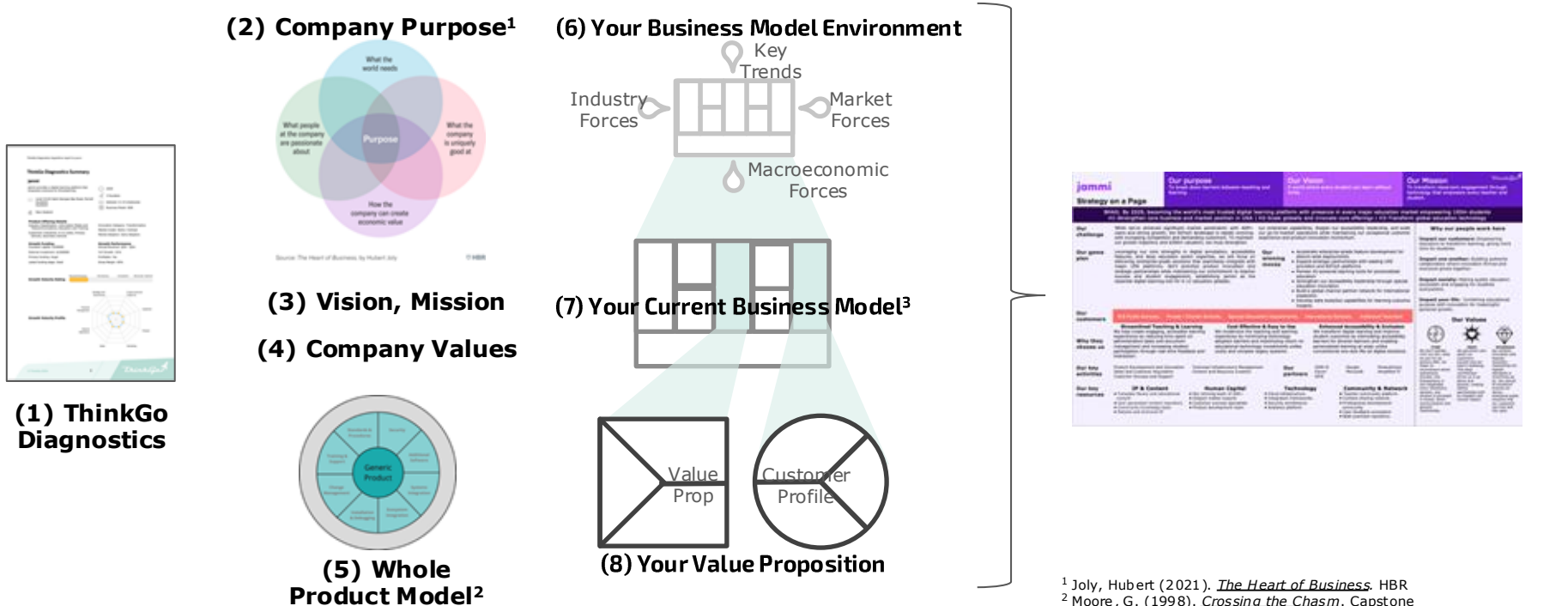
Strategy on a Page

The ThinkGo Strategy on a Page template compiles abridged elements of a company business strategy. This template has proven to be useful in communicating guiding principles to employees and as a governance tool with company boards. It has the following sections:

- Purpose, vision and mission
- Business strategy kernel
- Big Hairy Audacious Goal (BHAG)
- 3 Horizon objectives
- Customers' industries
- Value proposition for your customers
- Strategic activities
- Strategic resources
- Strategic partnerships
- Key reasons employees work you
- Company values

Strategy on a Page inputs

The Strategy on a Page assembles and synthesizes input from many business artefacts:

(2) Company Purpose[1]

(6) Your Business Model Environment

Key Trends

Industry Forces

Market Forces

Macroeconomic Forces

(3) Vision, Mission

(4) Company Values

(7) Your Current Business Model[3]

(1) ThinkGo Diagnostics

(5) Whole Product Model[2]

Value Prop

Customer Profile

(8) Your Value Proposition

[1] Joly, Hubert (2021). *The Heart of Business*. HBR
[2] Moore, G. (1998). *Crossing the Chasm*. Capstone
[3] Osterwalder, A., Pigneur, Y. (2010). *Business Model Generation*. Wiley

Vision → Mission

Purpose

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
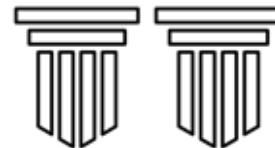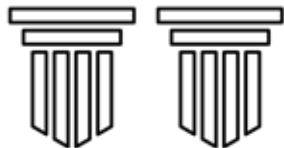
Purpose

Have, Feel

Why you are doing the work you are doing

Business strategy kernel

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

Diagnosis
"Our challenge"

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)

Guiding Policy
"Our game plan"

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)

Coherent Actions
"Our winning moves"

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. Good Strategy/Bad Strategy. Profile Books Ltd. (2011)

BHAG

BHAG is a concept developed in the book Built to Last. 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?[1]

3 Horizon objectives

[McKinsey](#) featured the three horizon framework in The Alchemy of Growth[1], 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 it's 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.
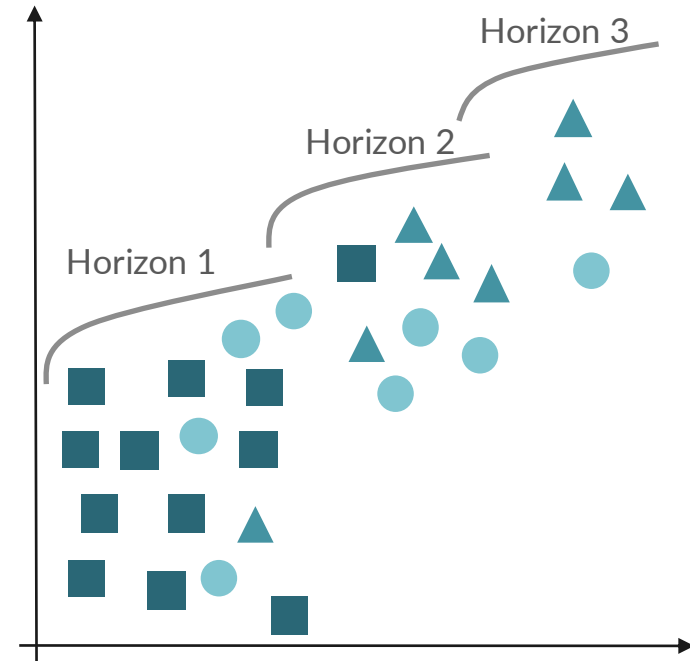
[1]Mehrdad Baghai, Stephen Coley, and David White, *The Alchemy of Growth*, New York: Perseus Publishing, 1999.

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.

Use ThinkGo's Core Identity app to tighten up your value proposition!

https://www.thinkgo.co.nz/core-identity/

Discover What Your Website Is Really Saying About Your Company

Strategic activities

In the Business Model Canvas (BMC) by Strategyzer, 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.

Strategic resources

In the Business Model Canvas (BMC) by Strategyzer, 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.

Strategic partnerships

In the Business Model Canvas (BMC) by Strategyzer, 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.

Key reasons employees work for you

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)

Company values

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

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DIY strategy work left you for dead?

ThinkGo's business engineering team are here to help.

Our business engineers will help you develop the missing elements of your business strategy so that you design and share your Strategy on a Page with your leadership team, board, and employees.

Get in Touch

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

Strategy on a Page examples

jammi

Strategy on a Page

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.

ThinkGo

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

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 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
K12 Public Schools, Private / Charter Schools, Special Education Departments, International Schools, Individual Teachers

Our Values

Why they choose us

Streamlined Teaching & Learning
We help create engaging, accessible learning experiences by reducing time spent on administrative tasks and document management and increasing student participation through real-time feedback and interaction.

Cost Effective & Easy to Use
We modernize the teaching and learning experience by minimizing technology adoption barriers and maximizing return on educational technology investments unlike costly and complex legacy systems.

Enhanced Accessibility & Inclusion
We transform digital learning and improve student outcomes by eliminating accessibility barriers for diverse learners and enabling personalized learning at scale unlike conventional one-size-fits-all digital solutions.

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

Heart
We genuinely care about our customers' success and our team's wellbeing. This deep commitment drives us to go above and beyond, creating lasting partnerships built on empathy and mutual respect.

Excellence
We combine innovation with flawless execution, maintaining the highest standards in everything we do. Our pursuit of excellence ensures we deliver enterprise-grade solutions that our customers can trust and rely upon.

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 platform
- Content sharing network
- Professional development community
- User feedback ecosystem
- Best practices repository

jammi

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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
- creating engaging, accessible learning experiences
- reducing time spent on administrative tasks and document management

Streamlined Learning
- increasing student participation through real-time feedback and interaction

Easy to Use
- modernizing the teaching and learning experience
- minimizing technology adoption barriers

Cost Effective
- maximizing return on educational technology unlike costly and complex legacy systems

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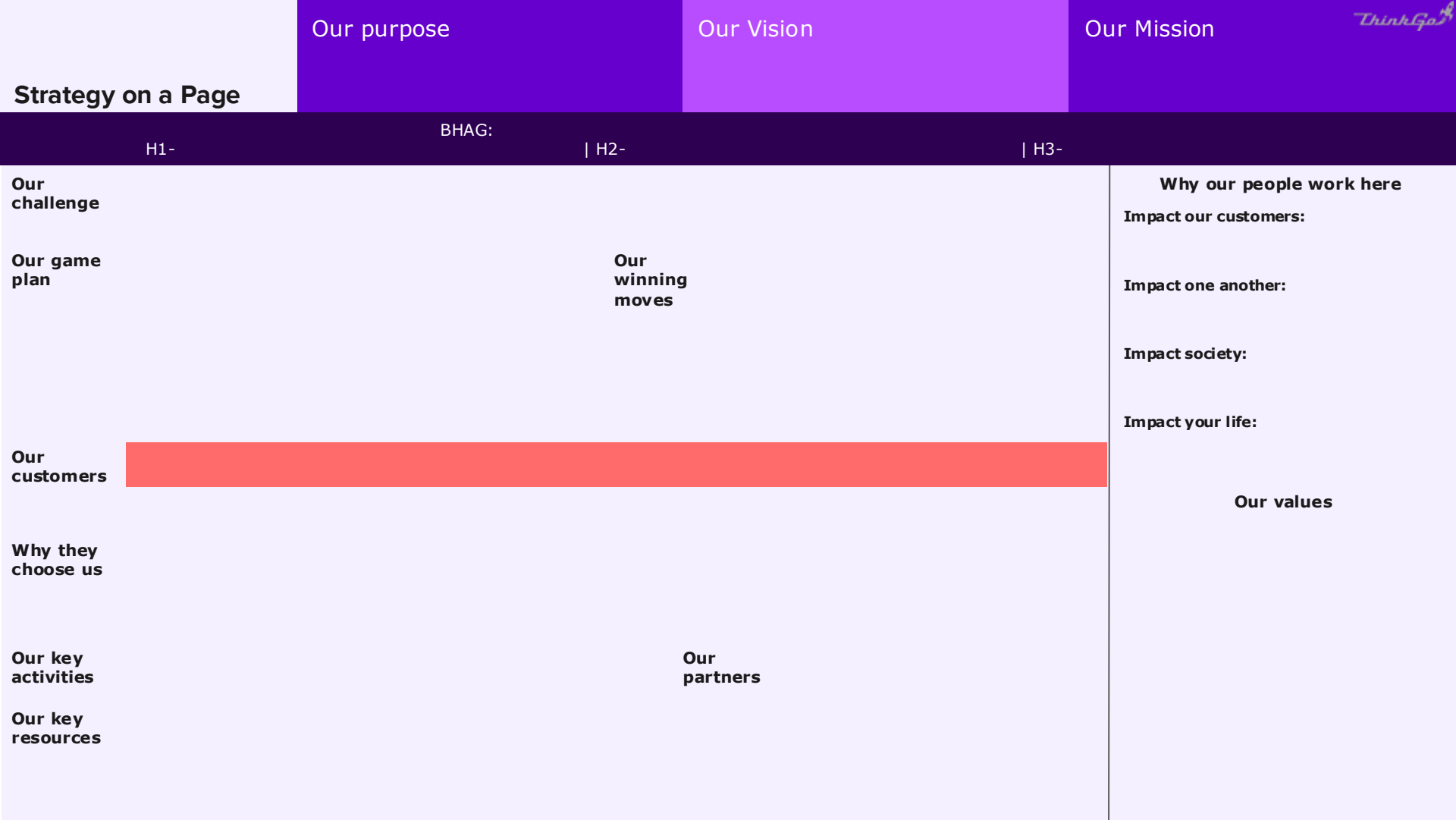- Best practices repository

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Strategy on a Page	Our purpose	Our Vision	Our Mission	ThinkGro

BHAG:

H1- | H2- | H3-

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Why our people work here

Impact our customers:

Impact one another:

Impact society:

Impact your life:

Our values

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