

Playbook

# # Strategic Success

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A pragmatic guide for functional leaders

# Navigating the Strategy Maze

Building a team strategy that aligns with company goals can feel overwhelming. This playbook provides functional leaders with the tools, frameworks, and templates to simplify the process and inspire their teams.

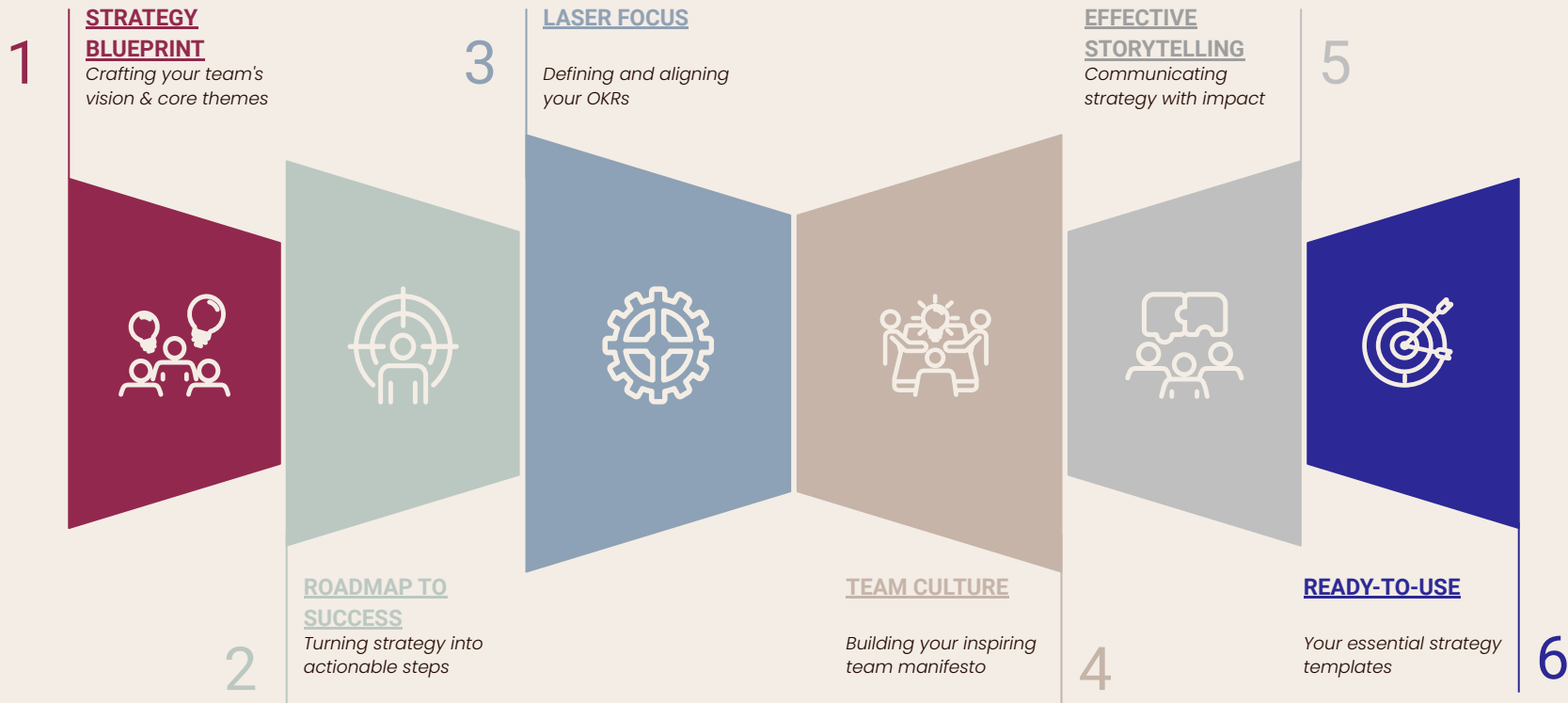
Inside, you'll find:

- Guidance on crafting your team's vision and aligning it with company strategy.
- Steps to create an actionable roadmap with clear milestones and ownership.
- A practical approach to setting and aligning OKRs for focus and accountability.
- Tips for creating an inspiring team manifesto to strengthen culture and alignment.
- Strategies for effectively communicating your strategy to drive team engagement.
- Ready-to-use templates to simplify planning and execution.

Use this playbook to guide your team in creating clear, aligned, and practical strategies.

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In case you have  
any further  
questions or looking  
for support don't  
hesitate to email  
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# 1 | Strategy Blueprint

Crafting your team's vision & core themes

# From Strategy to Roadmap

A strategic overview serves as a clear and memorable guide that consistently directs employees' efforts and decisions, ensuring everyone stays aligned with the company's long-term goals and priorities.

1.

Define departmental strategy: clearly state how your department supports the company strategy, ensuring alignment with overall goals.

2.

Identify key themes: determine and visualize the central themes that will guide departmental focus and priorities.

3.

Create a roadmap: develop a simple, actionable plan that outlines specific initiatives and timelines to drive execution and maintain alignment.

# Translating Company Vision into Departmental Strategy

## Understand company strategy

Question: what are the key drivers and objectives of the company strategy?

Action: break down the company strategy into its core elements. Identify the main goals, priorities, and success metrics.

## Identify the connection

Question: how does the company strategy impact your department, both directly and indirectly?

Action: map out how each element of the company strategy relates to your department's functions. Identify areas where your team can directly contribute or will be affected.

## Determine departmental contribution

Question: what specific support will the key drivers of the company strategy require from your team?

Action: list the specific ways your department will support these drivers.

## Envision success

Question: when the company strategy is successful, what does that success look like for your department?

Action: visualize the outcomes of a successful company strategy within your department. Consider how your team's operations, focus areas, and achievements will evolve.

## Prepare for the next phase

Question: how will your team need to act in the next phase of the strategy, and what must you do to prepare for this?

Action: anticipate the next steps your department will need to take as the strategy unfolds.

## **Excited to take the next step?**

You've just seen a sneak peek of this playbook. It's designed to provide actionable templates and includes three expert sessions to guide you through tailored implementation.

**Get the full playbook today!**