

5 Oct 2015

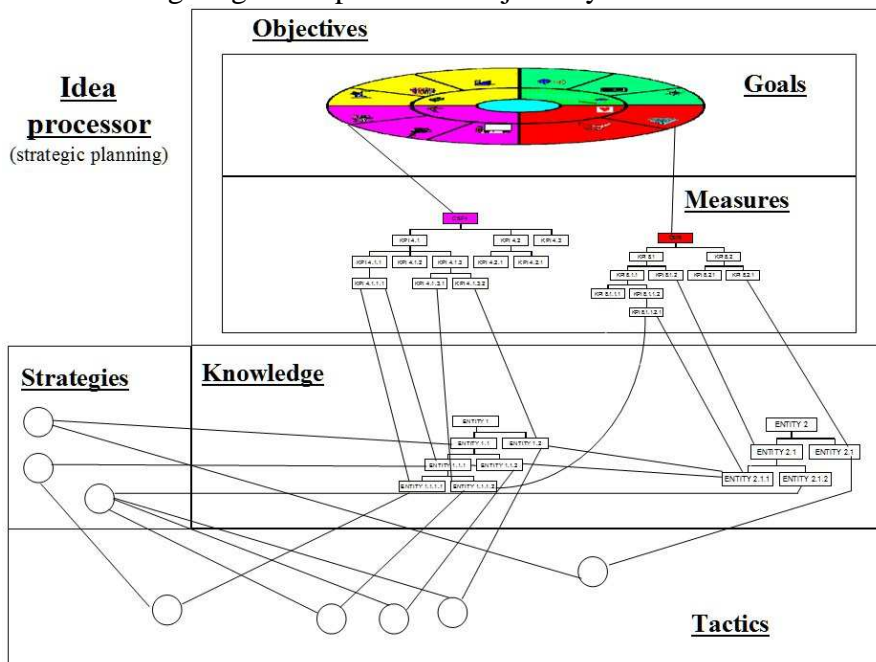
Strategising the strategy – S = OK squared



A ‘strategy’ without ‘knowledge’ is like a sail without the boat or a steering wheel without a car. Both can point you in a direction, but ‘who needs to go where and why’ are the missing ‘knowledge’ components. Any framework that permits the practitioner to ‘brainstorm strategies’ after ‘brainstorming objectives’ is more than likely going to come up with ‘strategies’ that are ambiguous, redundant and overlapping. With a reliable ‘knowledge base’ supporting the ‘performance indicators’ which quantifies the quality of the business ‘values’, ‘strategies’ and ‘tactics’ no longer have to be brainstormed.

At this stage the information architects (the Ripose grade 1, 2 and 3) have produced sufficient artefacts to complete the ‘proof of concept’ also known as the ‘strategic plan’ and once achieving the appropriate sign offs, can confidently pass the deliverables to the information technology experts, knowing that the blueprint will be followed to the letter as the communication barrier (also known as the systems barrier) has been broken.

The following diagram depicts the full journey:



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On the 23 Aug 2015 I posted an article which I called ‘What is a strategy?’ and this post is a [reminder of that one](#).

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