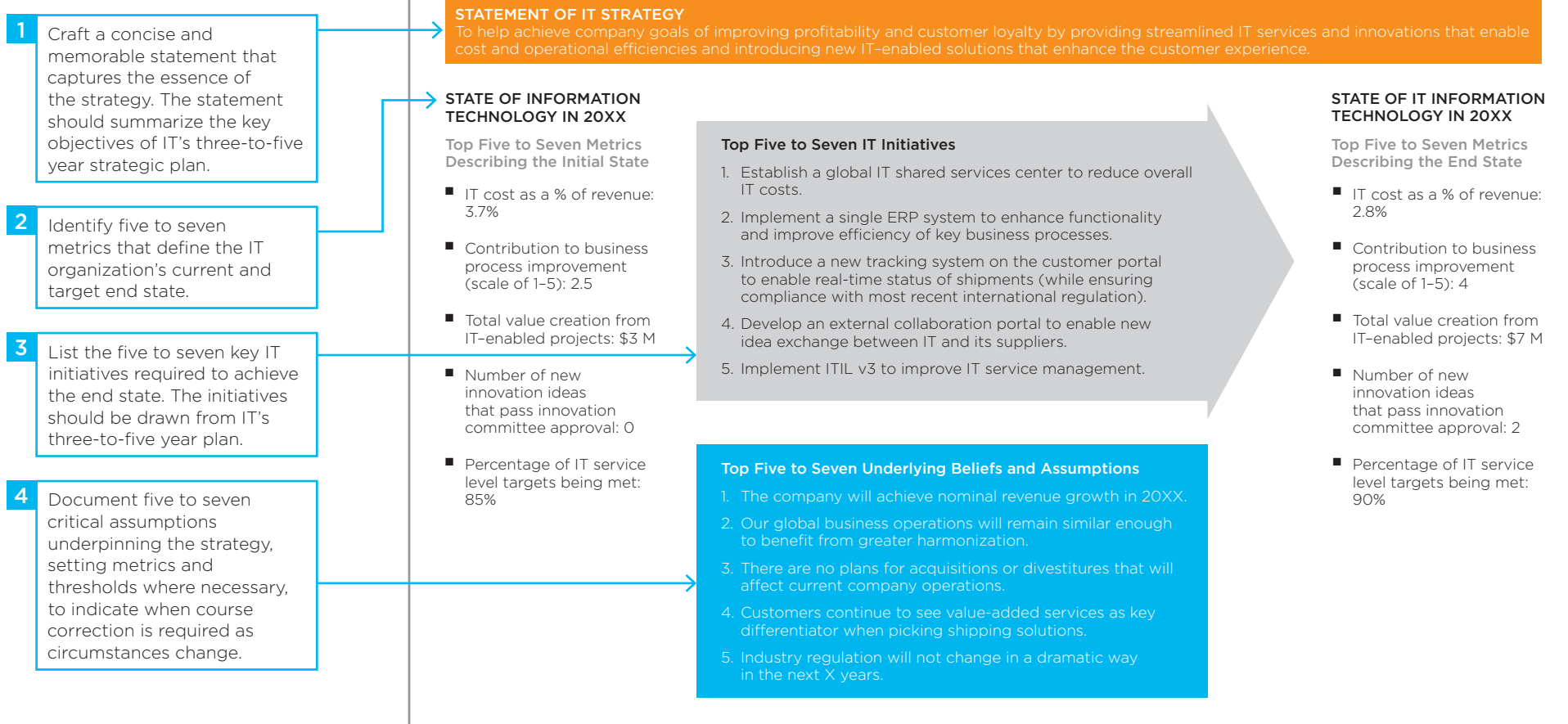# STRATEGY ON A PAGE

"Strategy on a Page" is an excerpt from our full "IT Strategic Planning Template"—a customizable step-by-step presentation to communicate IT strategic objectives and define which resources and capabilities are required for execution.

INSTRUCTIONS

1 Craft a concise and memorable statement that captures the essence of the strategy. The statement should summarize the key objectives of IT's three-to-five year strategic plan.

2 Identify five to seven metrics that define the IT organization's current and target end state.

3 List the five to seven key IT initiatives required to achieve the end state. The initiatives should be drawn from IT's three-to-five year plan.

4 Document five to seven critical assumptions underpinning the strategy, setting metrics and thresholds where necessary, to indicate when course correction is required as circumstances change.

STATEMENT OF IT STRATEGY

To help achieve company goals of improving profitability and customer loyalty by providing streamlined IT services and innovations that enable cost and operational efficiencies and introducing new IT–enabled solutions that enhance the customer experience.

STATE OF INFORMATION TECHNOLOGY IN 20XX

Top Five to Seven Metrics Describing the Initial State

- IT cost as a % of revenue: 3.7%
- Contribution to business process improvement (scale of 1–5): 2.5
- Total value creation from IT–enabled projects: $3 M
- Number of new innovation ideas that pass innovation committee approval: 0
- Percentage of IT service level targets being met: 85%

Top Five to Seven IT Initiatives

1. Establish a global IT shared services center to reduce overall IT costs.
2. Implement a single ERP system to enhance functionality and improve efficiency of key business processes.
3. Introduce a new tracking system on the customer portal to enable real-time status of shipments (while ensuring compliance with most recent international regulation).
4. Develop an external collaboration portal to enable new idea exchange between IT and its suppliers.
5. Implement ITIL v3 to improve IT service management.

Top Five to Seven Underlying Beliefs and Assumptions

1. The company will achieve nominal revenue growth in 20XX.
2. Our global business operations will remain similar enough to benefit from greater harmonization.
3. There are no plans for acquisitions or divestitures that will affect current company operations.
4. Customers continue to see value-added services as key differentiator when picking shipping solutions.
5. Industry regulation will not change in a dramatic way in the next X years.

STATE OF IT INFORMATION TECHNOLOGY IN 20XX

Top Five to Seven Metrics Describing the End State

- IT cost as a % of revenue: 2.8%
- Contribution to business process improvement (scale of 1–5): 4
- Total value creation from IT–enabled projects: $7 M
- Number of new innovation ideas that pass innovation committee approval: 2
- Percentage of IT service level targets being met: 90%

STRATEGY ON A PAGE TEMPLATE

STATEMENT OF IT STRATEGY

STATE OF INFORMATION TECHNOLOGY IN

Top Five to Seven Metrics Describing the Initial State

Top Five to Seven IT Initiatives

STATE OF INFORMATION TECHNOLOGY IN

Top Five to Seven Metrics Describing the End State

Top Five to Seven Underlying Beliefs and Assumptions

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