

The Lean Strategy Process

By combining traditional strategy with lean start-up practices, ventures can align employees around a common purpose, make the most of limited resources, learn from the market, and then adjust the strategy.

VISION

Founders choose the business's reason for existence.

ANALYSIS

The organization examines its strengths, weaknesses, opportunities, threats, resources, and capabilities.

DELIBERATE STRATEGY

Senior executives agree upon the firm's objective, scope, and advantage.

LEARNING

Managers at all levels make daily decisions and conduct experiments guided by the strategy.

EMERGENT STRATEGY

Feedback and findings reshape the strategy.

THE PROCESS RESTARTS