Strategy on a Page Method

Introduction

Creating a strategy on a page (or strategy map) enables a team or organization to agree on and communicate the key changes it is working toward. Common uses are:

- Communicate the future state an organization is working toward and how key initiatives fit in
- Easily see what different related teams or organizations are working toward based on their one-page summaries

A strategy on a page can be more or less detailed; for example, it can include a capability map (see Capability Mapping Method) if needed to clarify what the organization is responsible for providing.

Resources

Some resources on this method:

- [Gartner article](#) on creating a strategy on a page (requires Gartner login)
- [Corporate Executive Board](#) post on creating a strategy on a page
- UW-IT [Strategy into Action](#) web site and [Strategy Into Action DIY Kit (Draft)](#)
- UW Organizational Excellence [strategy map templates](#)