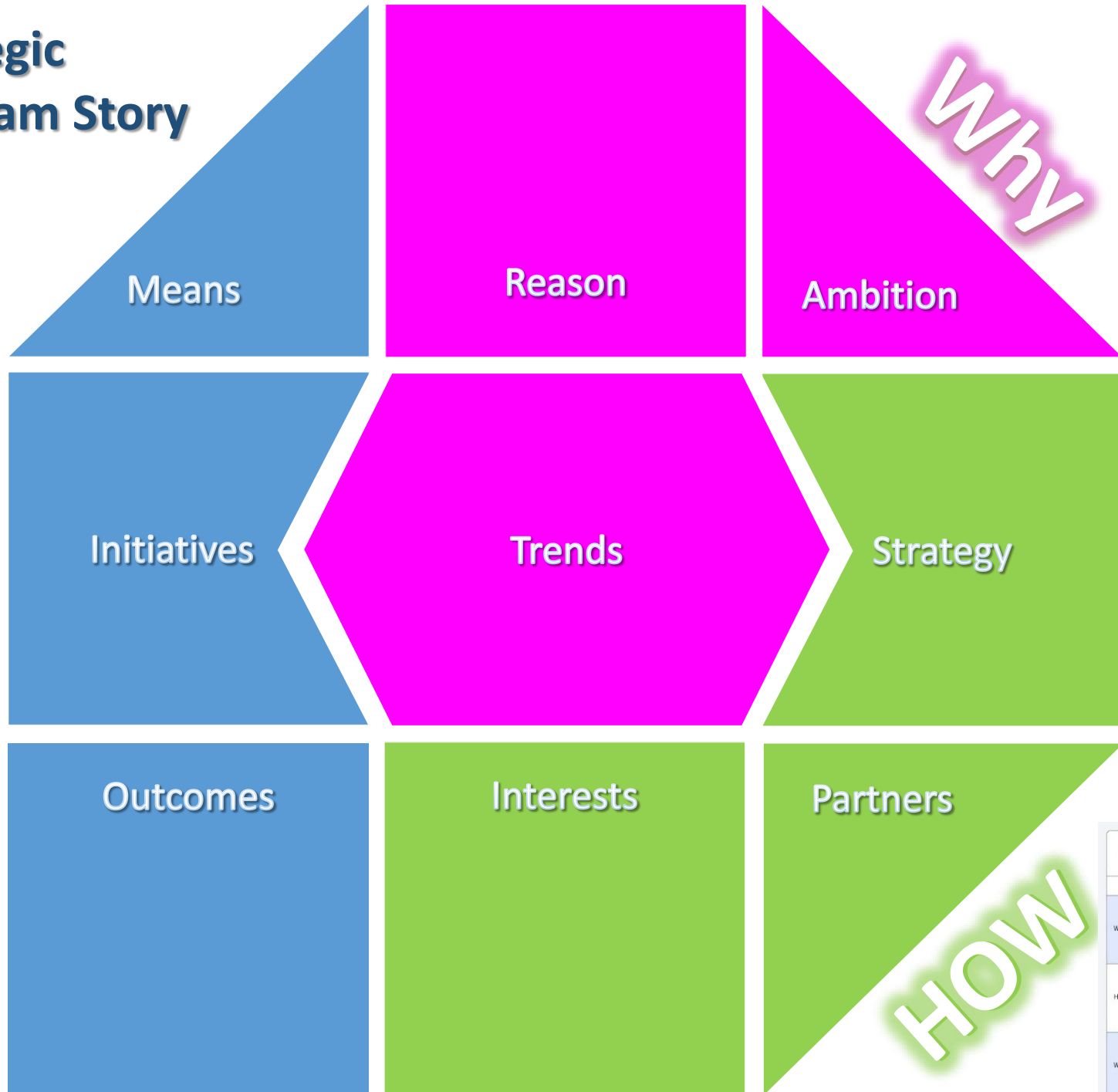


Strategic Program Story

WHAT



WHY

HOW

Strategic Program Story supportive questions	
	What relevant facts are present
Trends	Example: growth of mobile, transition to China, unrest in Russia, increase in alcohol abuse
Why	Reason: What problem needs to be solved, what is the need that drives the intended change
	Ambition: What is to be achieved, what is the overall goal
	Example: from X to Y in z time, to put a man on the moon and back, 10 years from now
How	Strategy: the method that will be used to realise the vision
	Partners: the relevant players in terms of organisations and institutes
	Examples: different players in a valuechain, suppliers, even competitors that shape the market
	Interests: The personal and business objectives that people want and need to achieve
	Examples: New business growth, profit, efficiency targets
What	Outcomes: The specific effects that are visible and made possible by initiatives
	Initiatives: Key changes that will deliver specific results
	Resources: All input that is needed to run initiatives
	Examples: budgets, people, permissions