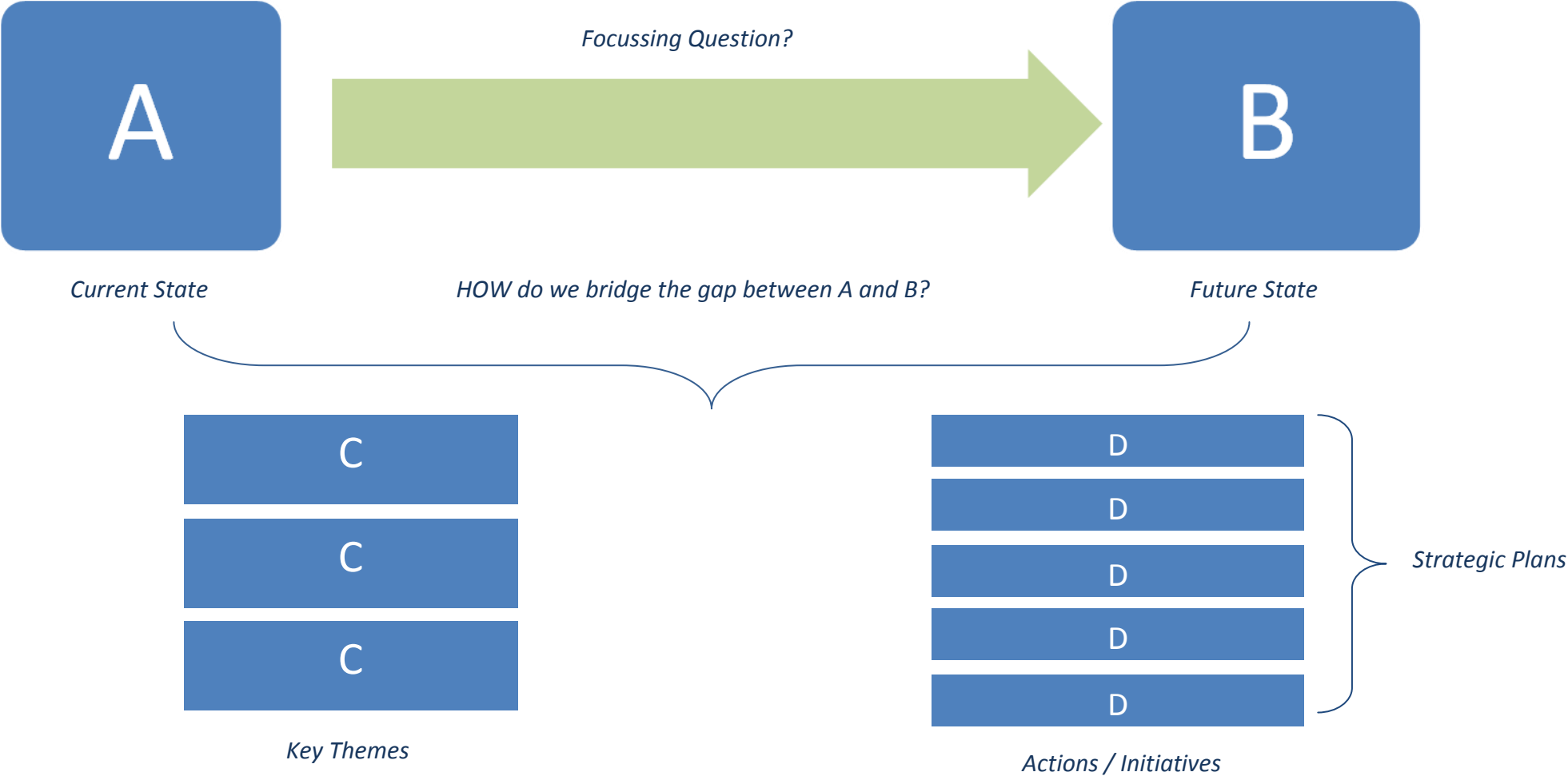


ACDB Planning Model



ACDB Planning Model

A

- An examination of our current situation (e.g. operating environment, business situation, strategic challenges, strengths).
- In reviewing the "A" space, we seek to determine "Where are we now?"

B

- Allows us to create our vision. That is, to answer the question "Where do we want to be?"
- Typically we ask this question in the context of 3 - 5 years.
- We define that vision both conceptually, and by reference to quantifiable measurements that will allow us to know when we reached our vision

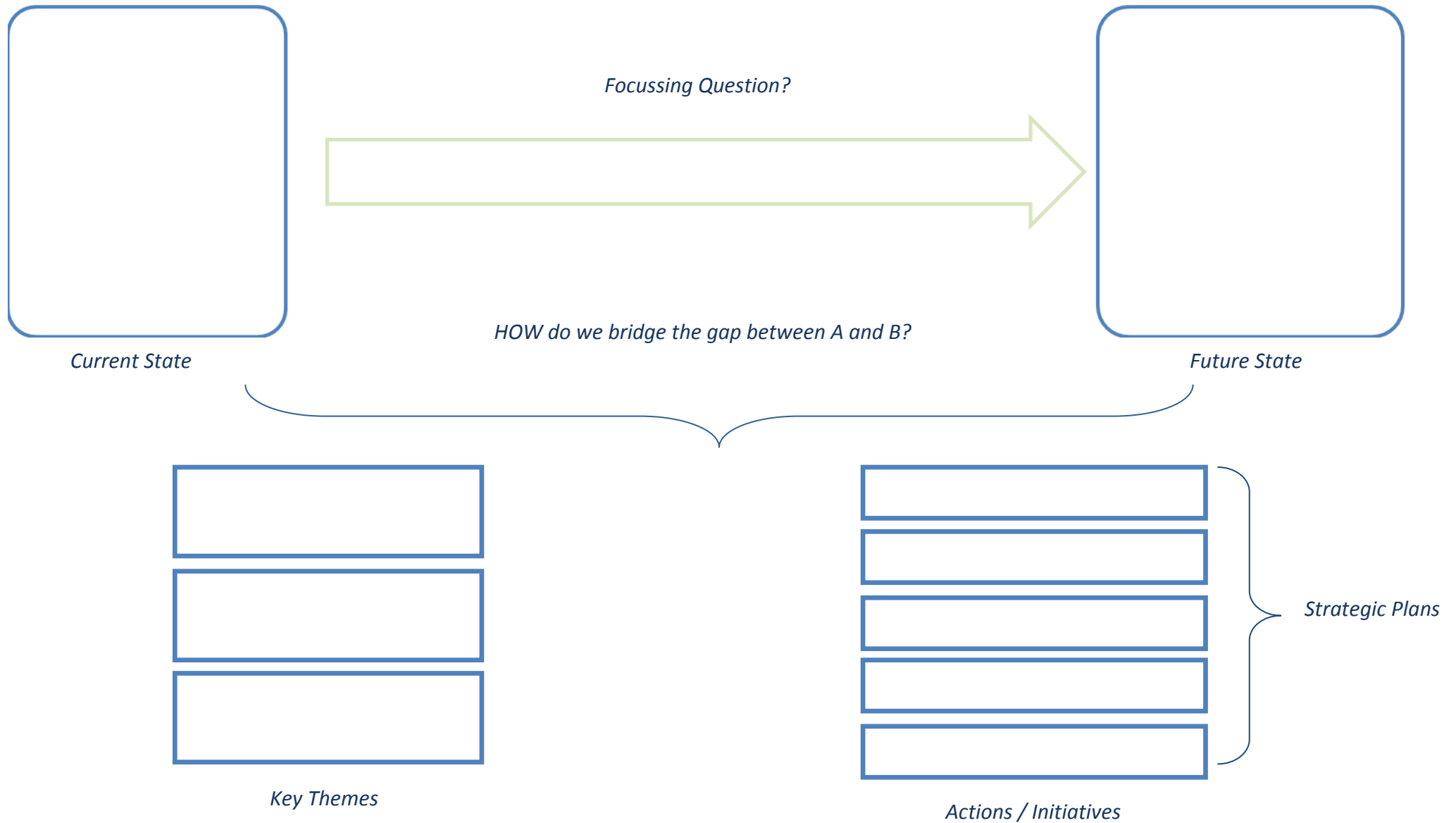
C

- Seeks to identify the major levers we need to pull to move towards our vision.
- To identify these levers we examine the hypothesis "What do we need to do to get there?"
- The resultant C's are typically high level concepts of "themes"

D

- Allows us to dive to action and define the change plan.
- Here we identify all of the initiatives that will answer the question "do we make this happen?"
- These initiatives must be shown to contribute to the achievement of our B (the vision) through their clear alignment to our C's (strategic levers)

ACDB Planning Model



Discussion Page Template

Question 2

Question 3

Business Principles Template