

Strategic Thinking

#07

Essential Tools, Frameworks,
& Methodologies



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01

SOAR Analysis

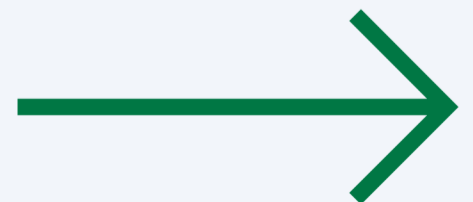
SOAR Analysis is a strengths-based framework that focuses on leveraging internal capabilities and external opportunities to achieve ambitious aspirations. It shifts the focus from mitigating weaknesses and threats to maximising strengths and capitalising on opportunities.



02

Jobs to Be Done (JTBD)

A customer-centric framework that delves into the underlying motivations and desired outcomes of customers. Rather than focusing solely on product features or demographics, JTBD seeks to understand the "jobs" that customers are trying to get done in their lives.



03

Design Thinking

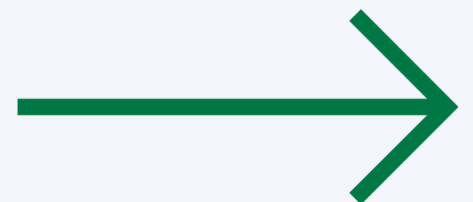
A human-centered approach to problem-solving that involves empathy, ideation, prototyping, and testing. It encourages organisations to think like designers, placing the needs of users at the center of the innovation process.



04

Business Model Canvas

A visual tool that provides a comprehensive overview of an organisation's business model. This holistic view allows organisations to identify areas for improvement, innovation, and growth, ensuring that all aspects of the business are aligned and working together effectively.



05

Lean Startup Methodology

A framework for building and launching new products or services through rapid experimentation, customer feedback, and iterative development. It emphasizes the importance of validating assumptions, learning from failures, and pivoting when necessary.



06

Scenario Planning

A structured approach to exploring multiple plausible future scenarios and developing strategies to address each one. It helps organisations anticipate potential challenges and opportunities, ensuring that they are prepared for a range of possible outcomes.



07

Innovation Ecosystems

Collaborative networks of diverse stakeholders, including startups, corporations, universities, research institutions, and government agencies. By working together, these stakeholders can share knowledge, expertise, and resources, accelerating the pace of innovation and driving economic growth.



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