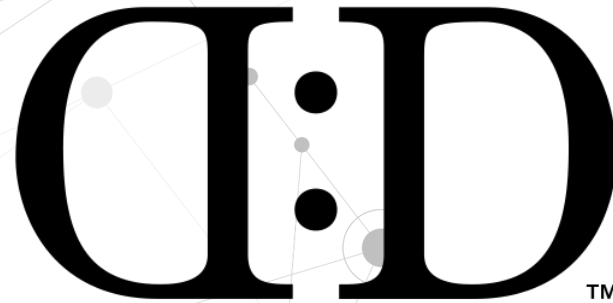


# Strategy Visualization and Storytelling

A guide from



DYADIC DYNAMICS

[dyadicdynamics.com](http://dyadicdynamics.com)

## Strategy

- The overarching idea
- The outcome that all associated work will deliver
- Connects to at least one goal

## Objectives

- Where you will focus effort to activate the strategy
- The main outcomes that all associated tactics will deliver
- Specific and measurable categories of work

## Tactics

- The actual work to be done to realize the objectives
- Specific and measurable actions and deliverables

## Results

- Measured outcomes that connect back to specific tactics
- Demonstrate alignment with objectives
- Prove effectiveness of tactics, objectives, and strategy
- Enable you to tell an unbiased, data-driven story
- Empower you to show the value you deliver

## Notes about the strategic outline

1. Keep it short: one concise sentence per item.
2. Keep it simple by using fonts, shapes, and icons that come standard in the software you use.
3. Read and present the outline from left to right.
4. Brackets show workflow from left to right and signify movement and expansion from one category to the next.
5. Bullets add visual clarity, especially when you have more than one item per category (i.e., three results connected to one tactic).

## Connecting to goals

You can use a SMART goal to build the foundation of a strategic outline — or use an outline to develop a new SMART goal. Either way, be certain that your strategy aligns to a goal.

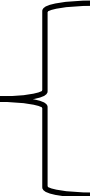
**STRATEGY**

**OBJECTIVES**

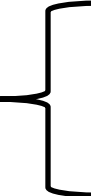
**TACTICS**

**MEASURABLE RESULTS**

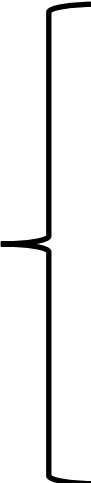
Improve our processes for instruction manuals in Q2.



- Shrink the inventory of manuals by mid-Q2.



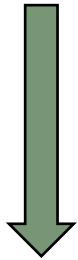
- Audit and consolidate similar manual templates by June 1.



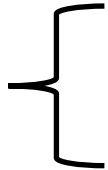
- Reduce inventory by 20% (from 100 to 80 templates) by June 1, 2025.
- Reduce quality assurance review time by 30% (from 200 to 140 hours per quarter) by Sep. 30, 2025.
- Reduce time in production workflow by 40% (from 300 to 180 hours per quarter) by Sep. 30, 2025.

# An example of using the outline to develop a concise and informative story

**Improve our processes for instruction manuals in Q2.**



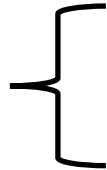
We're focusing on improving internal processes for instruction manuals in Q2.



- Shrink the inventory of manuals by mid-Q2.



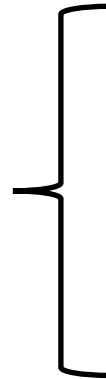
We looked at how we're doing things now and found that we will realize significant time savings by making our inventory of manuals smaller by mid-Q2.



- Audit and consolidate similar manual templates by June 1.



We've audited our templates and uncovered opportunities to consolidate them. We'll use our content management system to bring similar templates together. Then, we'll remove duplicate files from the inventory.



- Reduce inventory by 20% (from 100 to 80 templates) by June 1, 2025.
- Reduce quality assurance review time by 30% (from 200 to 140 hours per quarter) by Sep. 30, 2025.
- Reduce time in production workflow by 40% (from 300 to 180 hours per quarter) by Sep. 30, 2025.



Trimming away 20% of our template inventory, from 100 to 80 files will reduce review time for quality assurance by 30% and time spent in the production workflow by 40%.

Quality assurance review time will drop from 200 to 140 hours per quarter, and production workflow time will shrink from 300 to 180 hours per quarter.

We'll have our inventory consolidation done by June 1. You'll see the impact of streamlining reviews and production by the end of Q3.

**Can you tell this story in 1 minute? Time yourself and find out.**

## STRATEGY

Save \$3MM in print costs and \$5MM in postage by the end of the year.

## OBJECTIVES

- Activate a digital comms solution by Apr. 1.
- Inform customers by Apr. 4 to gain opt-ins.

## TACTICS

- Form a group by Feb. 1 to select a solution by Feb. 3.
- Partner with IT by Feb. 1 to ensure solution readiness by Apr. 1.
- Mail postcards on Apr. 1 to drive customer opt-ins.

## MEASURABLE RESULTS

- Solution selection by Feb. 3 to ensure readiness by Apr. 1.
- Solution implementation and readiness by Apr. 1.
- Capture 250K opt-ins by Apr. 30 to save \$3MM in print and \$5MM in postage via opt-ins by EOY.

### Strategy

- Save \$3MM in print costs and \$5MM in postage by the end of the year.

### Objectives

- Activate a digital communications solution by April 1.
- Inform customers about digital communications by April 4.

### Tactics

- Select the digital solution with a stakeholder group by February 3.
- Implement the digital solution with IT and ensure its readiness by April 1.
- Inform customers about digital communications by April 4.

### Results

- Capture 250K customer opt-ins for digital communications by April 30.
- Save \$3MM in print and \$5MM in postage by EOY by capturing at least 250K opt-ins.

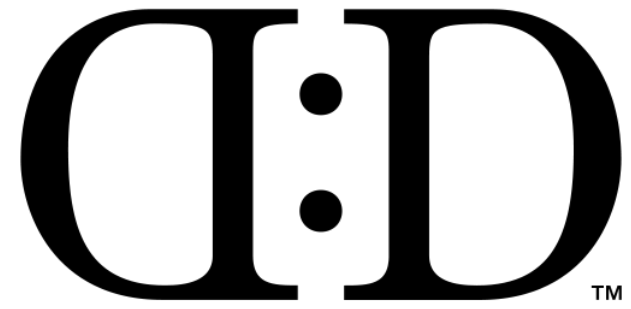
## **What to do if you'd like support**

Dyadic Dynamics is ready to work with you, your team, or your organization to distill ideas into rational strategies that show measurable value. We also will gladly coach in one-on-one and team settings for those interested in development.

## **Examples of what we can do together**

- Strategic ideation, planning, and documentation
- Setting a strategic course based on data and insights
- Analyzing and activating the voice of the customer and the voice of the market
- Building measurement plans
- Persuasive storytelling and presenting
- Implementing strategies
- Using results to create plans for continuous improvement

**Visit [dyadicdynamics.com](https://dyadicdynamics.com) to connect or learn more.**



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