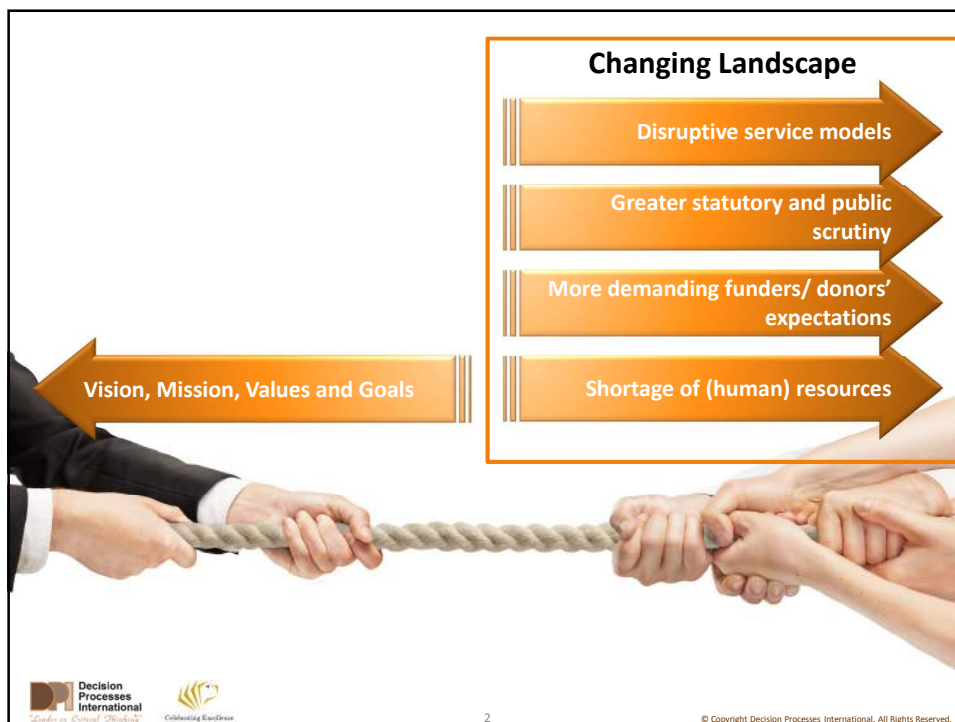
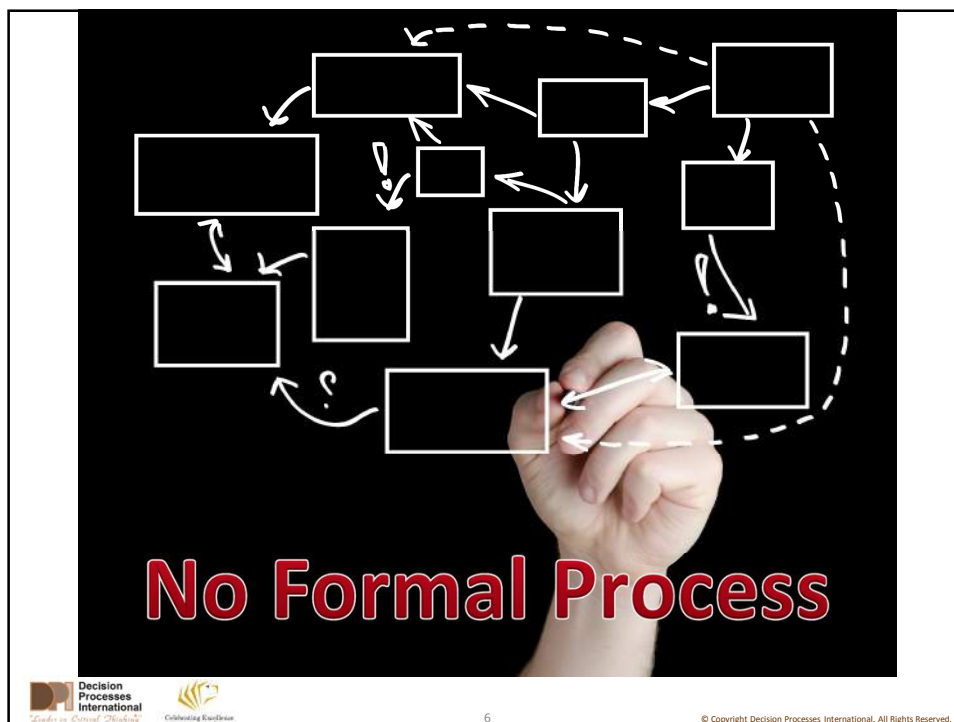
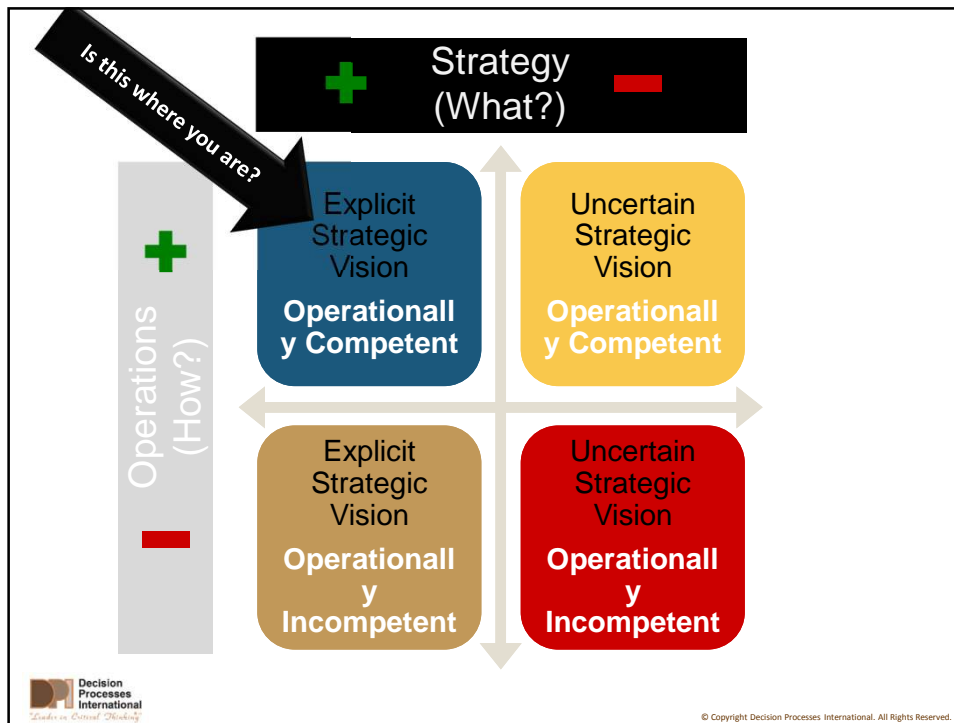
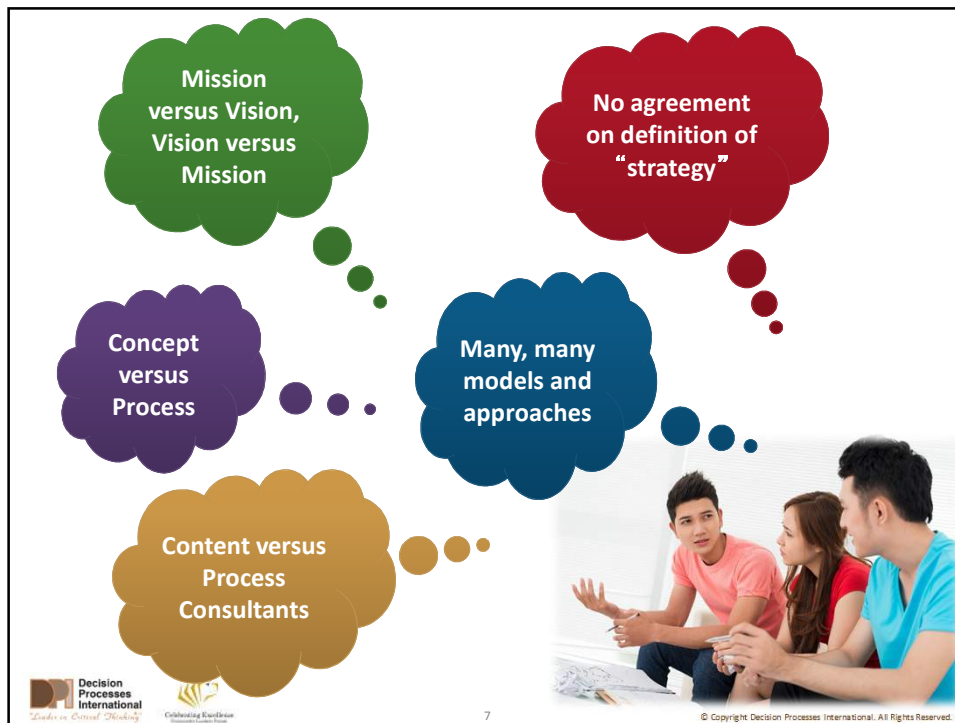


Strategic Thinking For MMOs: Achieving Distinct Relevance



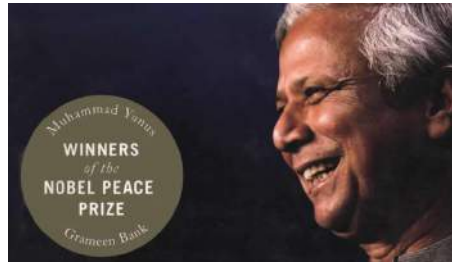
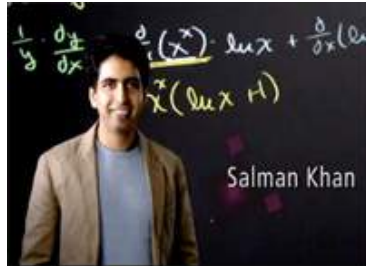






DISTINCT RELEVANCE

*“Fulfilling an unmet need in a manner that’s different
AND changes the overall landscape in a positive way ”*



ASSUMPTION: Basic Social Principles are upheld
[Self-help/Self-sufficiency is enhanced; Integration
within Society is promoted]

A composite image featuring Muhammad Yunus. On the left, a yellow banner reads "2006 Nobel Peace Prize Winner". In the center is a portrait of Yunus smiling, wearing a blue checkered shirt and a brown vest. On the right is the cover of his book "Banker TO THE Poor: Micro-lending and the battle against world poverty" by MUHAMMAD YUNUS. The book cover also features a Nobel Peace Prize seal and the text "NEW YORK TIMES BESTSELLER".

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6

**Implicit rules evolve over time that
all players abide by osmosis that become...**



Sacred Cows

**“... strategic planning has impeded
strategic thinking ...”**



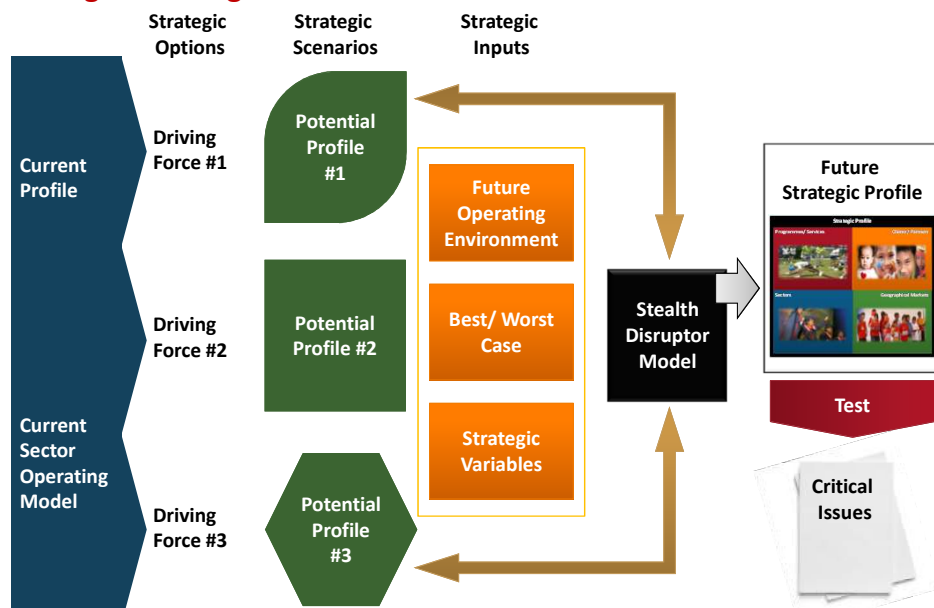
– Henry Mintzberg

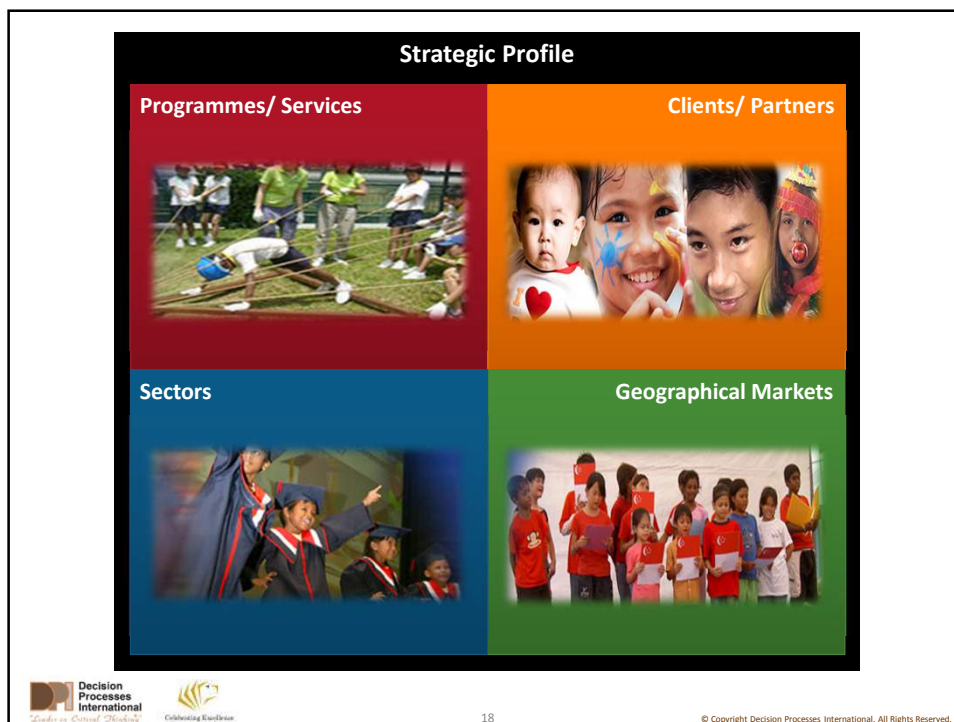
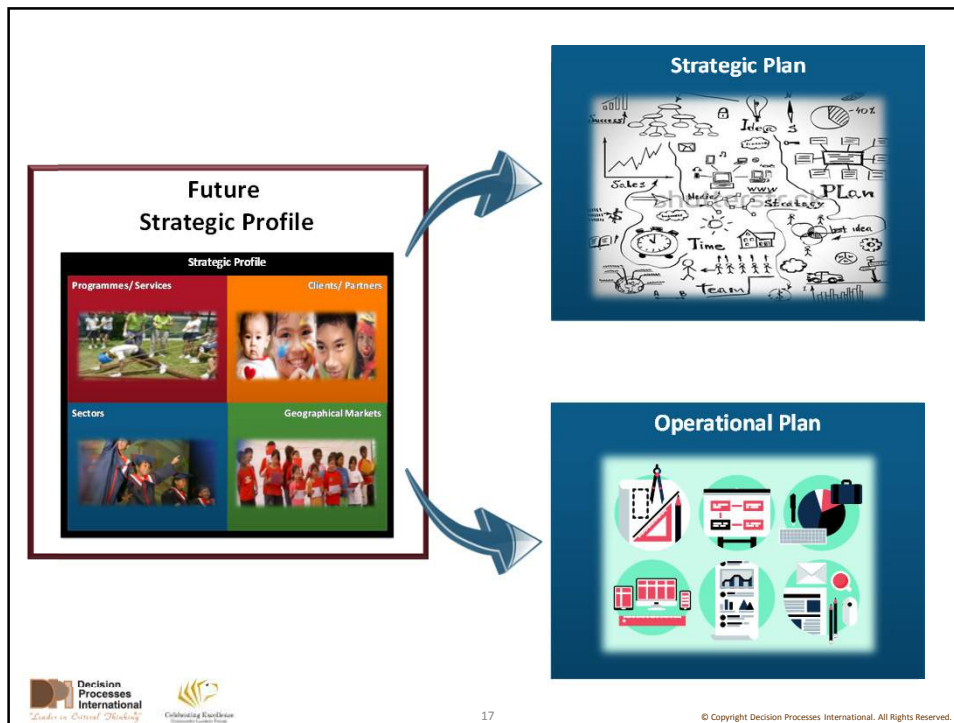
*The Rise and Fall of Strategic Planning,
Harvard Business Review, 1994*

**How does a Board
and Management
Team develop a
strategy that will
ensure RELEVANCE?**



Strategic Thinking Process





Strategic Profile



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**Two types of decisions will shape
the 'Look' of your organisation
over time**



**1. Allocating
Resources**



**2. Choosing
Opportunities**



Is Your Organisation Future Ready?



***Transform from Mere Existence to
Distinct Relevance***