

A sample of a completed project

Executive summary: Strategy Communication Plan for ClientCo Inc.

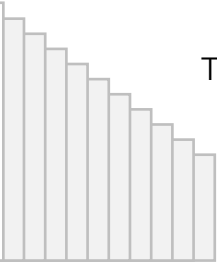
Background



Geoff (CEO) completed ClientCo's strategy two months ago and it was subsequently approved by the Board.



ClientCo Inc
Strategy
2025



The strategy is 32 pages long and contains over 7,000 words.



ClientCo's Senior Leadership Team keep returning to the same three points of discussion about the strategy:

1. It's hard to navigate – not everyone in the organisation is going to read it.
2. It's hard to pinpoint which key initiatives are critical to strategic success.
3. It's hard to execute, systematically.

Our Brief



Goal Atlas was asked to produce a communications plan for ClientCo's strategy.



A key requirement was to leave the current strategy unchanged, hence removing any need for the Board to re-approve an updated strategy document.



Instead, Goal Atlas was asked to:

1. Suggest how best to communicate the essence of the strategy in simple memorable ways.
2. Provide a structured analysis of the strategy, suitable for prioritisation, delegation and measurement.
3. Produce a roll-out plan for the strategy and key assets needed to facilitate that roll-out.

Our Work

We undertook this work in three sprints, over a 12-week period:



Structured analysis and mapping of the ClientCo strategy.



Strategy workshop with the Senior Leadership Team.



Key stakeholder interviews to produce an adoption-ready strategic plan.



How much impact does your strategy have?



"Everyone liked the strategy, but nothing seems to have changed much as a result"



"There are so many strategic initiatives underway it's difficult to keep track of them all"



"Our strategic KPIs just don't seem to be measuring what matters."



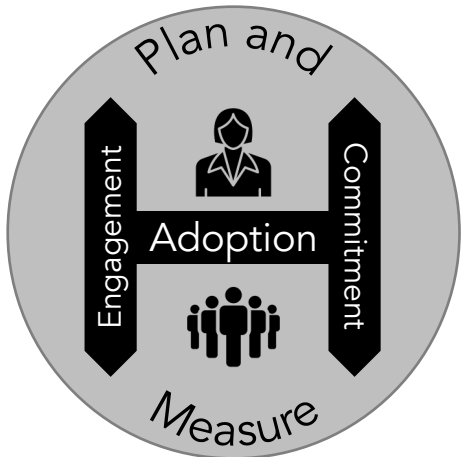
"We have a problem with ownership – who is responsible for different parts of the strategy"

Helping your strategy have more impact

- Making your strategy adoption process more explicit and engaging
- Connecting high-level strategic objectives with front-line drivers of change
- Simplifying and focusing the measurement and tracking of strategic impact

See how we work and how to engage with us

How we ensure strategy has more impact



Strategy has impact when it is adopted by those who need to implement strategic change across the organisation and when this change is planned and measured.

Adopt

We help you drill down from high-level strategic goals to the management of change across the organisation by identifying:

- What needs to be done;
- Who needs to do it;
- How they need to work together.

Plan and Measure

We help ensure that strategic change:

- is prioritised, scheduled and resourced;
- has targets set;
- has meaningful measures of progress;
- has progress against targets reviewed.