



## LEADERSHIP COACHING NEWSLETTER

This Month's Topic: **Business Strategy Drivers**

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Being explicit about what drives your business and knowing how to create a leadership strategy that brings that to life is the key to your success and the success of your organization.

"According to The Center for Creative Leadership, key drivers can be identified by examining each business strategy or initiative and asking a few fundamental questions:

- Is this an organizational capability that is absolutely vital? Could something else be more essential in causing the vision/mission to happen?
- What is most important to competitive success and mission completion?
- Is this something that the organization is positioned to do better than its competitors?
- Will doing this well translate directly into continued or future success?
- Would not doing this well cause the organization to fail?

Key drivers are few in number and help us understand what is absolutely essential for our organizations to accomplish. They are not detailed strategies; instead, they are core decisions about what the organization must do. For example, Apple's key driver is innovation and quality. Walmart's is price. Verizon Wireless' is broad coverage. Microsoft's key driver is more features than the competition and personal productivity.

Key drivers are the things that make your business strategy unique. What key choices are you making about how to position your organization?"

### **Recommendations**

Recommended reading: [Center of Creative Leadership](#) article on Developing Leadership Strategy.

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I am co-facilitating a Women's Leadership Conference on May 20, 2010 in Cambridge, MA sponsored by Monitor Corporation, for senior business women. For more information, [click here](#).

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