



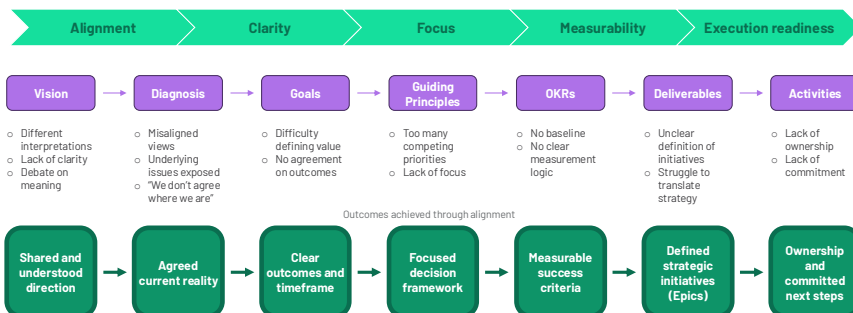
WoW! AGILE

Description – The WoW! Agile Vision & Strategy model

From strategic ambiguity to executable outcomes

Vision & Strategy

From strategic ambiguity to executable outcomes





The WoW! Agile Vision & Strategy model

From strategic ambiguity to executable outcomes

A practical model for defining direction and making strategy executable—consistently applied across all levels of the organisation.

Executive Summary

Most organisations do not fail because of poor strategy.

They fail because strategy does not translate into coordinated execution.

The WoW! Agile Vision & Strategy model provides a structured approach to defining a clear direction and making it executable. It aligns leadership around a shared understanding of the future, translates strategy into measurable outcomes, and establishes the foundation for effective execution.

Leadership shares one clear direction connected to measurable outcomes.

It is the **Direction layer** of the WoW! Agile Toolbox—ensuring that everything that follows is aligned, focused, and outcome-driven.

What challenges it addresses

In many organisations, strategy exists—but lacks clarity, alignment, and impact.

Common challenges include:

- Different interpretations of strategy across leadership
- Lack of clear priorities and focus
- Strategy not translated into actionable objectives and deliverables
- Decisions being escalated instead of guided
- Too many initiatives with unclear value

The result is slow execution, fragmented efforts, and limited business impact.

What it enables

The Vision & Strategy model creates a clear and shared direction that can be executed.

It enables organisations to:

- Establish a **shared and agreed vision** across leadership



- Define **clear strategic direction and priorities**
 - Translate strategy into **measurable objectives (OKRs)**
 - Create **alignment across teams and functions**
 - Define **what must be delivered to realise the strategy**
 - Build a **structured foundation for execution**
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Outcomes

The outcome is not just a strategy document, but an executable strategic direction connected to measurable outcomes, prioritised initiatives, and coordinated execution.

When applied effectively, the Vision & Strategy model delivers:

- Faster and more consistent decision-making
 - Strong alignment across leadership and teams
 - Clear priorities and reduced initiative overload
 - Improved focus on measurable outcomes
 - A significantly shorter path from strategy to execution
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The Vision & Strategy model

The WoW! Agile Vision & Strategy model is not a theoretical exercise.

It is a **practical, structured approach to making strategy executable**. The model is designed to be applied iteratively across the organisation—ensuring that strategic direction is consistently defined, aligned, and translated into execution at every level.

It ensures that organisations move from:

ideas → clear direction → measurable outcomes → coordinated execution

How it fits in the WoW! Agile Toolbox

Vision & Strategy establishes the **Direction** for the entire system.

It provides:

- What the organisation wants to achieve
- Why it matters
- What success looks like



It is the prerequisite for:

- **Target Steering** (coordinated direction and prioritisation)
- **Value Streams** (how value is delivered)
- **Execution and governance models**

Without a clear direction, execution will remain fragmented and reactive.

How it works

The model follows a structured and proven sequence that ensures clarity, strategic coherence, and execution readiness.

It systematically translates strategy into execution through:

- Vision and strategic intent
- Diagnosis of the current state
- Clear goals and priorities
- Guiding principles for decision-making
- Measurable objectives and outcomes (OKRs)
- Defined deliverables and initial execution structure

This structured approach is applied consistently across the organisation. Each step builds on the previous, ensuring a coherent and actionable result.

Application across the organisation

The Vision & Strategy model is not limited to executive strategy definition.

It is applied iteratively across multiple levels of the organisation, including:

- Executive leadership
- Business areas and domains
- Product groups and teams
- Programmes, projects, and strategic initiatives

At each level, the same structured logic is used to define direction, align priorities, and translate strategy into measurable outcomes.

This ensures:

- Consistent alignment from strategy to execution
 - Clear ownership and direction at every level
 - A coherent system instead of fragmented planning
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Typical use cases

Used when:

- Strategy is unclear or interpreted differently
 - Leadership alignment is lacking
 - Execution is slow or fragmented
 - A clear starting point for transformation is needed
 - Moving from strategy definition to structured execution
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Closing positioning

Vision & Strategy is where execution truly begins.

By establishing clarity, alignment, and measurable direction, it creates the conditions required for organisations to execute with focus, speed, and impact.
