

# How is a TopRight Strategic Playbook Process Different?

<u>Traditional Strategic Planning Process</u>	<u>TopRight Strategic Playbook Process</u>
<ul style="list-style-type: none"><li>Managing activity through project management rigor</li></ul>	<ul style="list-style-type: none"><li>Managing business results and desired outcomes through change management discipline</li></ul>
<ul style="list-style-type: none"><li>Emphasis on visibility and predictability</li></ul>	<ul style="list-style-type: none"><li>Emphasis on flexibility and agility</li></ul>
<ul style="list-style-type: none"><li>Focused on a defined journey from point A to point B</li></ul>	<ul style="list-style-type: none"><li>Focused on an unpredictable journey</li></ul>
<ul style="list-style-type: none"><li>Fixed frame of reference:<ul style="list-style-type: none"><li>Objectives and destination clearly defined</li><li>Limited duration (often highly constrained)</li><li>Programs planned and isolated somewhat from external factors</li><li>Temporary project team with members drawn from various disciplines</li></ul></li></ul>	<ul style="list-style-type: none"><li>Dynamic frame of reference:<ul style="list-style-type: none"><li>Objectives evolve, destination may move</li><li>Duration potentially irrelevant - continuous improvement demanded</li><li>Programs address internal AND external factors</li></ul></li></ul>
<ul style="list-style-type: none"><li><b>From the outside looking in it looks like a Gantt chart, a budget and status reports</b></li></ul>	<ul style="list-style-type: none"><li><b>From the outside looking in it appears like strong and intentional leadership</b></li></ul>

