



STRATEGY

FROM CONTAINMENT TO SUSTAINABLE GROWTH

MAXIMUM CREATION	COMPANY STRATEGY	OPTIMAL DISTRIBUTION
SELL THE MOST YOU CAN	<p>CONTRIBUTION ACCOUNT</p> <p>SALES = R200</p> <p>OUTSIDE SUPPLIES = R100</p> <hr/> <p>WEALTH = R100</p> <hr/> <p>EMPLOYEES = R55</p> <p>SAVINGS = R20</p> <p>OWNERS = R10</p> <p>STATE = R15</p>	
GET THE BEST PRICE		
CONTAIN OUTSIDE COSTS		
		MEET LEGITIMATE EXPECTATIONS
		ENCOURAGE CONTINUED CONTRIBUTION (CREATING CAPABILITY)

Critical factors of strategy are condensed into the three pillars of maximum wealth creation and the two pillars of optimal distribution.

These are then exploded further into sub-accounts that either link to operational units, or reflect outcomes such as company earnings, wages, etc.

The simple Contribution Accounting format provides for wide sharing with staff at all levels and marshalling their support.

This is fully cemented by forging a common purpose which translates into wealth creation, and a common fate which impacts on distribution through forms of fortune sharing.

Strategic planning template summary

A 60 PAGE STRATEGY TEMPLATE GUIDES THE PRACTITIONER THROUGH THE DETAIL OF STRATEGIC ALIGNMENT

