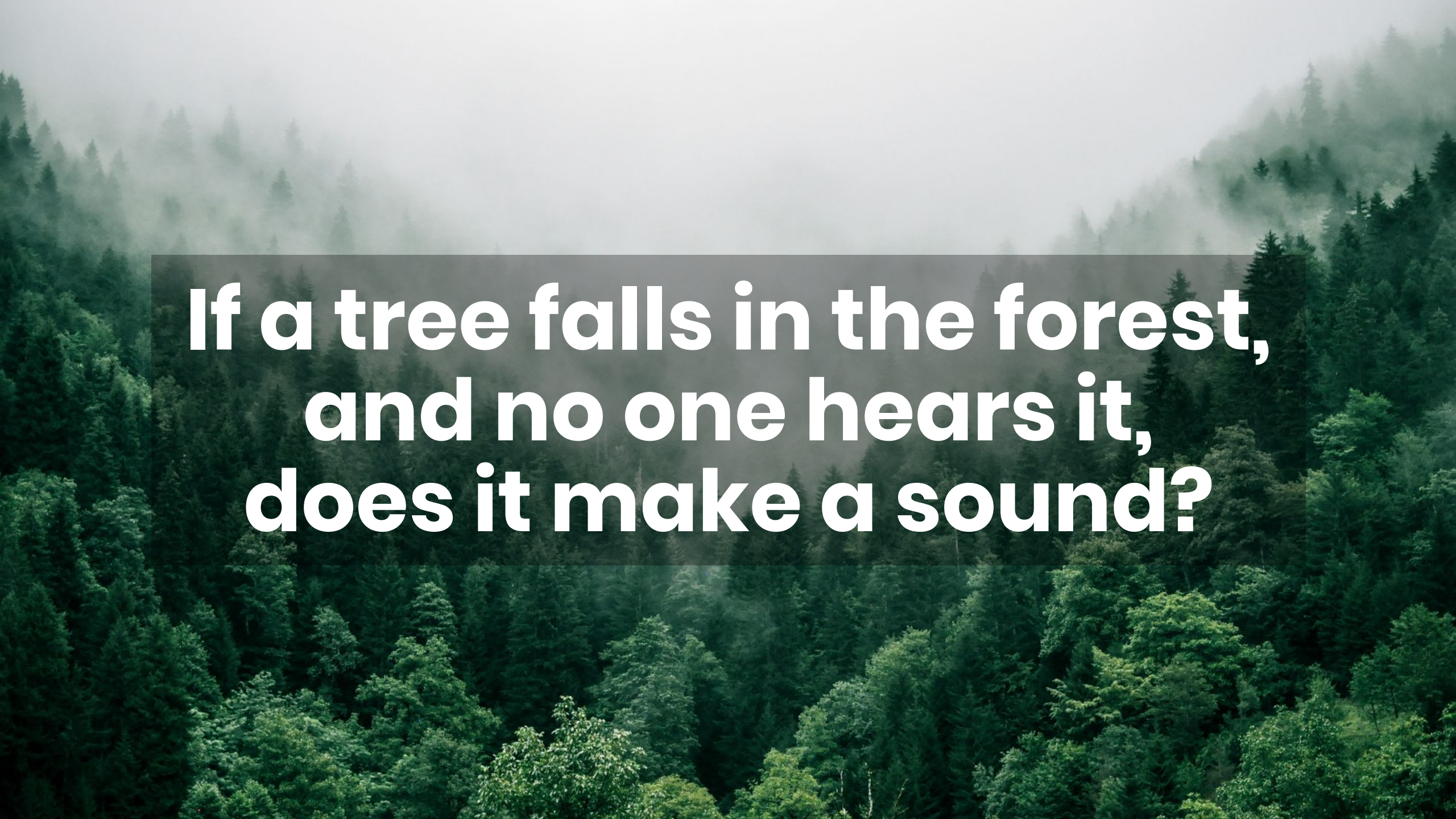


# Strategy Custody

Adam Thomas

[Adam@theadamthomas.com](mailto:Adam@theadamthomas.com)

A dense forest of green trees, with a misty or foggy atmosphere in the background. The trees are mostly evergreens, and the overall scene is serene and somewhat ethereal.

**If a tree falls in the forest,  
and no one hears it,  
does it make a sound?**











**Is your strategy alive or dead?**



Keep your strategy alive with

---

# Strategic Custody





# Strategy

**What is Strategy**

**Dead or Alive**

**Strategic  
Custody**





**RICHARD RUMELT**

Expert in the field of strategy"—*McKinsey Quarterly*

**GOOD  
STRATEGY  
BAD  
STRATEGY**

**The Difference  
and Why it Matters**

# Good Strategy

**“A good strategy honestly acknowledges the challenges being faced and provides an approach to overcoming them..”** Richard Rumelt

## Diagnosis

A diagnosis that defines or explains the nature of the challenge.

## Guiding Actions

This is an overall approach chosen to cope with or overcome the obstacles identified in the diagnosis.

## Coherent Action

A set of coherent actions that are designed to carry out the guiding policy.





## THE ROLE OF PRODUCT

Create an environment  
where the team  
is consistently making  
better decisions over time.



**Money time  
is over**





**15,000**

**Tech people affected by layoffs in May 2022.**

# Strategy

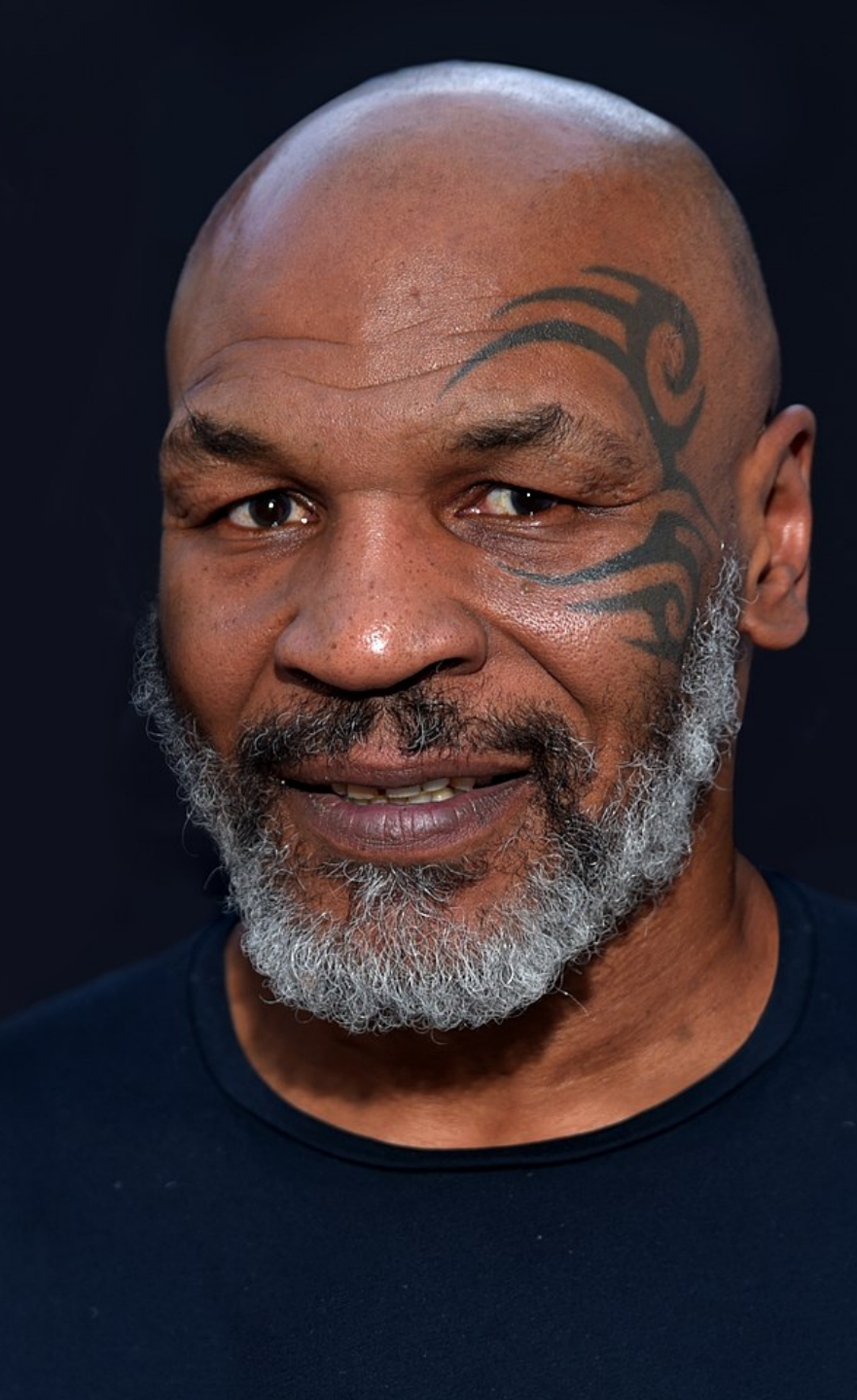
**What is Strategy**

**Dead or Alive**

**Strategic  
Custody**







**“Everyone  
Has a Plan  
Until They  
Get Punched  
in the Mouth”**



**Mike Tyson**



**Most  
strategy  
is **passive****





# Alive Strategy

Active | Changing



# Dead Strategy

Passive | Reactive

# Alive Strategy vs Dead Strategy



## Course Correction

- Alive strategy iterates. Dead strategy always starts from scratch.



## Change

- Alive strategy anticipates risks. Dead strategy hides them.



## Value Chain

- Alive strategy engages with the ecosystem. Dead strategy engages with a point in time.



## Determination

- An alive strategy makes bets. Dead strategy “knows” the future.



## Customer Needs

- Alive strategy evolves with the customer. Dead strategy is static.



## Purpose

- The alive product strategy has a clear, repeatable purpose. Dead strategy is muddled.



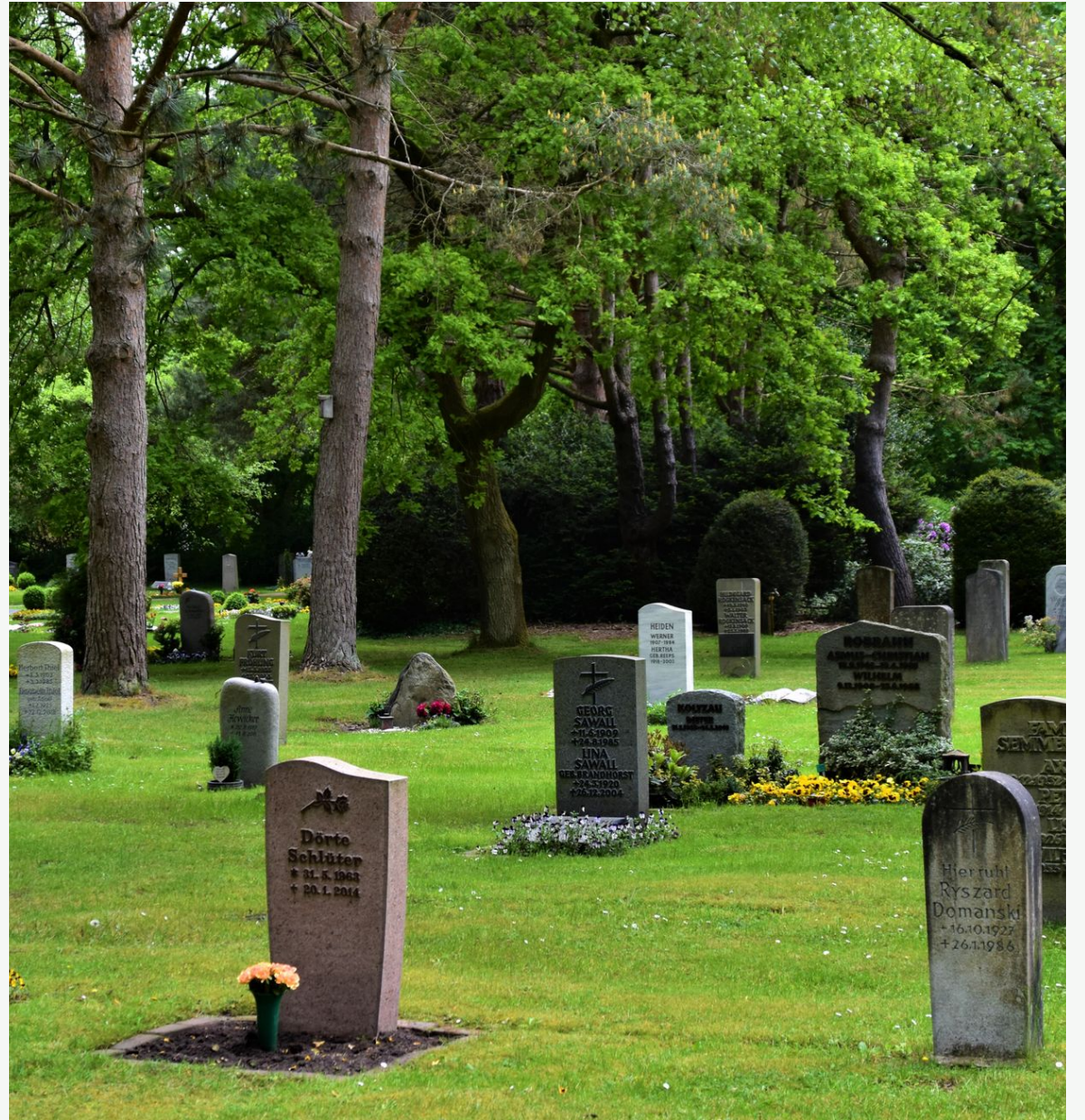
THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR



Trick  
or  
Treat









# Strategy

**What is Strategy**

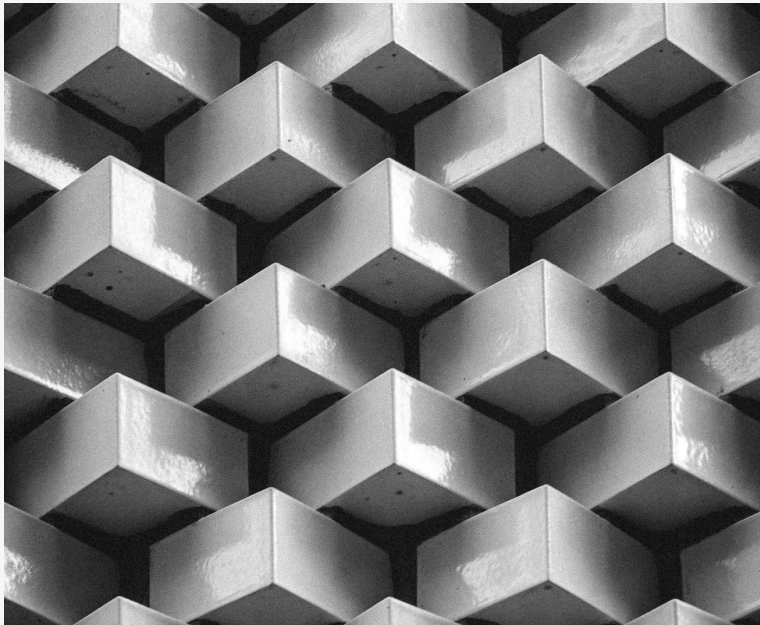
**Dead or Alive**

**Strategic  
Custody**



# Strategic Custody Has Three Parts

Custody is maintained by three actions



## Repetition

How can we make sure teams carry the problem with them?



## Accountability

How can we make sure teams tell the same story?

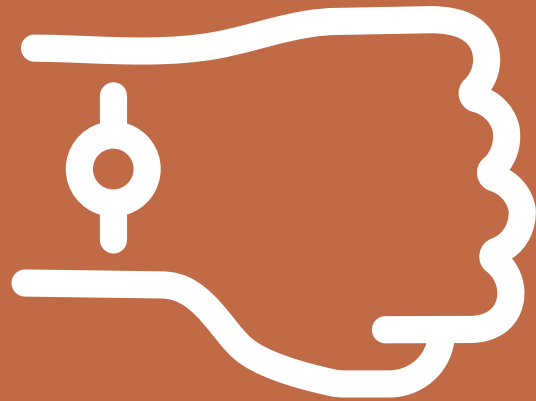


## Clear measurement

How can we make sure we are making progress?



# Setting direction through repetition



**Rule of seven**



# Guiding Policy that builds accountability



**Lean Coffee**





# Coherent action with measurement that drive adjustment



OKR's



Keep your strategy alive with

---

# Strategic Custody





**Feedback  
Needed!  
Google Form  
- 2 minutes**



# Q & A

