

What Makes a Good Strategy?



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What Makes a Good Education Strategy?

From Theory to Practice

1. Why do strategies fail?

2. What makes a strategy real?

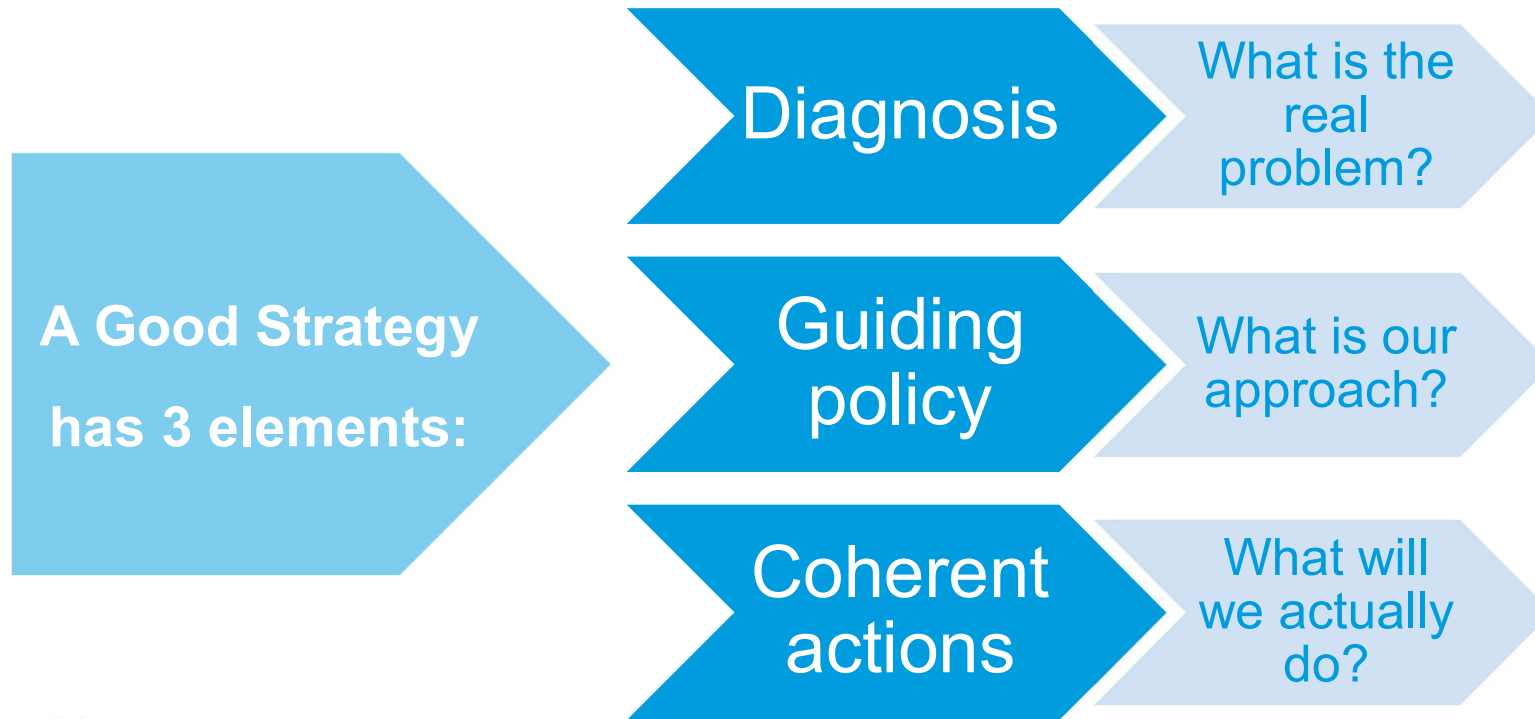
The Problem

Many “strategies” are not strategies:



These are goals, not strategies

Good Strategy/Bad Strategy



Strategy = Choice (Michael Porter)

“The essence of strategy is choosing what not to do.”

Good strategy

- Clear priorities
- Trade-offs

Bad strategy

- Everything is a priority
- No focus

Problem-Driven Iterative Adaptation (PDIA) - Matt Andrews



Strategy Test (Takeaway)

Ask 3 questions:

Problem

- Is it clear?

Choice

- What is prioritised?
- What is NOT?

Action

- Do actions solve the problem?

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