

Develop your strategy statement

Use this template to develop your strategy statement. Your statement should concisely and clearly identify the objective, scope and advantage of your strategy.

Use this template together with the following page on the business.govt.nz website: [Turning strategy into action](#)

If you're not yet sure what your strategy should be, you'll need to do some thinking before you can write your strategy statement. Use our strategy planning worksheet to brainstorm ideas and plan your strategy.

[Strategy planning worksheet](#)

For more information,
see business.govt.nz's
[Strategy section](#)

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1. Identify your objective

Write down what you want to achieve as a single goal. Make it specific and measurable, and set a target date for when you'll achieve it.

For example:

Double the number of fitness programmes offered in our Hamilton gym to make the gym profitable by the end of the financial year.

2. Identify your scope

Write down what your business will and won't do to achieve your objective. Defining your scope helps you avoid wasting effort on tasks that don't fit your strategy. The strategy planning worksheet should have helped you consider:

- your customers,
- your products or services,
- your geographic location, and whether you should own or outsource parts of your operations.
- How do they affect your strategy,
- how does your strategy affect them?

For example:

We'll start providing specialised training programmes for elderly customers in Hamilton. We'll update our facilities to suit this audience, hire new staff, and do some targeted marketing.

We won't remove any current programmes or equipment. We'll stop offering our loyalty discounts for current members, which doesn't align with this strategy. We haven't had a great result considering the cost.

3. Identify your advantage

Write down how the things that make your business unique will help you meet your objective. Write this in two parts. First, describe what your advantage is (eg having a key resource that competitors don't have, doing something new, or adding new value to an existing product). Second, describe how this advantage sets you apart from competing businesses.

For example:

Together, my business experience from Tauranga and Sam's local insights and networks will help us build the team required for a high-quality experience customised for older customers. We have unique skills and experience our competitors can't match.

The gym's layout, decorations and furnishing will be tailored to these older customers. We have an advantage over our competitors here because we've already budgeted for work on our facilities, and tailoring that work won't change the cost much.

We'll have the right programmes, people, and facilities for this target market. Other gyms would need significant investment and a complete change of culture and focus to attract similar customers.

4. Check your strategy statement

Your strategy statement should show how you'll compete and thrive, describing a high-level goal and broadly how you'll achieve it. To make sure you've got it right, check your draft strategy statement against other high-level statements your business might have.

- Mission statement — why your business exists
- Values — what you believe in and how you behave
- Vision statement — what your business strives to be

Is your strategy statement too broad or too detailed? If so, rewrite it until it sits well with your other statements.

What next?

After your strategy statement will come your strategy scorecard, which will set out the specific detail of how you'll implement and monitor your strategy.

[Develop your strategy scorecard](#)

For more information, see
[business.govt.nz's Strategy section](#)