

StrategyFrame® - Room for strategic focus and real impact

What is StrategyFrame®?

StrategyFrame® creates an infrastructure, community and toolbox for working on the topic of (corporate) strategy and focuses on medium-sized organizations and corporate divisions operating primarily in the DACH region.

The core content is the StrategyFrame®, a **strategy canvas** that is used for strategy development and implementation. It is described in detail in the **book** "Hope is not a strategy" (Campus Verlag, available in German and English, authors: Christian Underwood and Jürgen Weigand). This pragmatic "workbook" has been used as a textbook in MBA and Executive Education programs at WHU - Otto Beisheim School of Management since 2023. The book authors also regularly publish new episodes in their **"Hope is not a Strategy" podcast**, the leading strategy podcast in the DACH region.



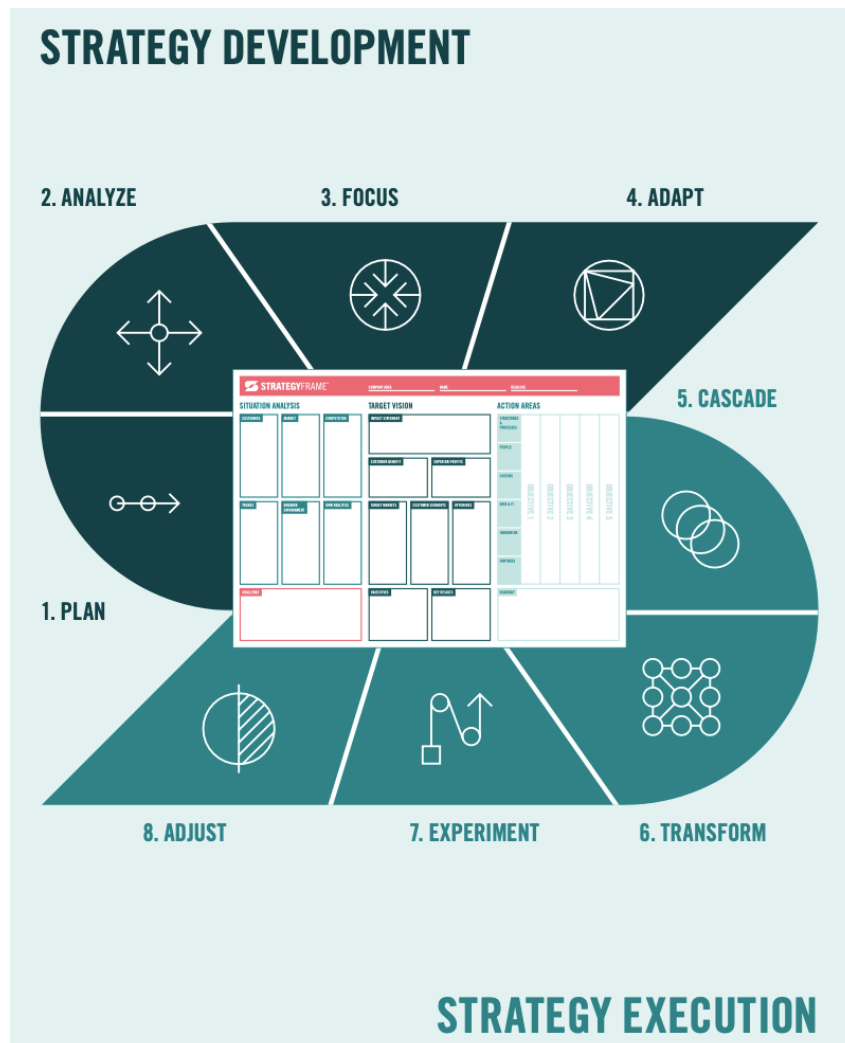
The **digital StrategyFrame®** is also based on the StrategyFrame® Canvas, an online platform that makes it easy to do strategy work yourself. Without the need for expensive strategy consultants, the user is guided step by step through the strategy process - from the situation analysis, through the development of objectives and fields of action, to implementation. By licensing the digital StrategyFrame®, one acquires access to a sophisticated digital strategy room, in which many resources are available that are important for successful strategy work, for example...

- An extended whiteboard, in which you are guided procedurally and can directly record and document your results in the strategy process
- The Digital Guide - a sophisticated workflow learning tool - in which you are guided step by step and have constant access to guidelines, additional knowledge, templates and practical examples at your fingertips
- Access to a personalized market intelligence dashboard - a popular service that can be added on demand
- Links to external resources such as relevant podcasts or videos

The digital StrategyFrame® offering is supplemented by concrete support from **experienced strategy makers** who are available as needed to conduct essential strategy workshops, conduct strategy interviews, or provide support in strategy work as coaches or consultants.

With the **Strategy Summit**, StrategyFrame® organizes an annual event for strategy makers, which met for the first time in May 2023 with more than 100 participants. In addition to the Strategy Summit, smaller events such as **webinars** or community calls are organized on a regular basis. In collaboration with WHU Executive Education, we will also offer a **certification seminar** for strategy makers starting in 2023.

StrategyFrame® is always happy to welcome **new partners** who enrich our strategy ecosystem, e.g. with strategy-relevant services, as strategy makers or transformation coaches.



Do you have any questions? Contact us!



christian@strategy-frame.com / oliver@strategy-frame.com



+49 211 1780 0214

Links:

Website: <https://www.strategy-frame.com/>

Real-world approach: <https://www.strategy-frame.com/pages/strategyframe>

Hope is not a strategy podcast (German):

<https://www.strategy-frame.com/pages/strategiepodcast>

Hope is not a strategy podcast (English):

<https://hope-is-not-a-strategy.podigee.io/>

Book: <https://www.strategy-frame.com/pages/strategiebuch>