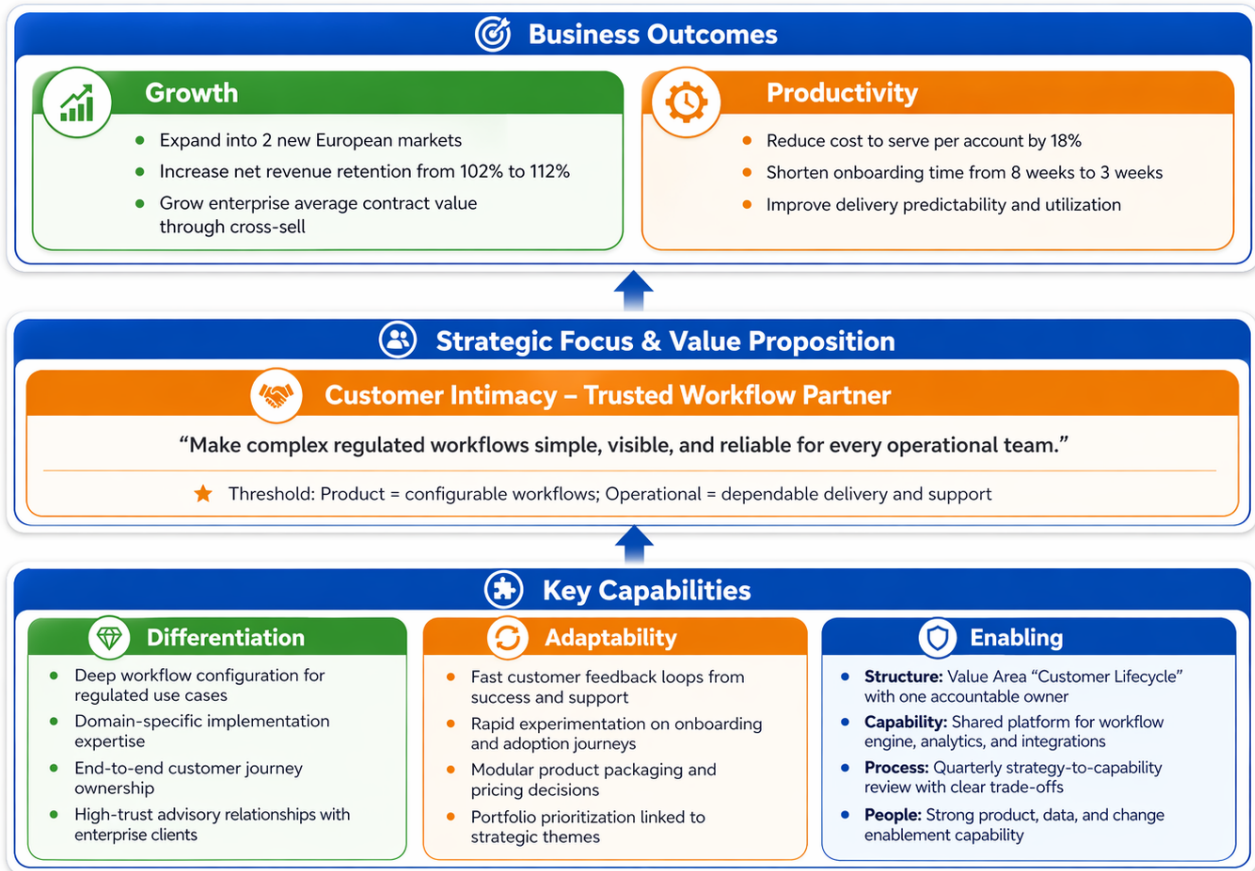


One-Page Strategy-to-Design Map



Sample Strategy-to-Design Map: FlowCore

Sample Strategy-to-Design Map: FlowCore

How to Create a CAO Strategy Map

A simple way to connect strategy to the organization design choices it requires.

The CAO Strategy Map helps leaders move from strategic intent to concrete design implications. It starts with the business outcomes you want, clarifies the value proposition that will win in the market, and then identifies the capabilities your organization must strengthen to deliver that strategy.

Create it in four steps

- Start with business outcomes. Define the growth and productivity outcomes the organization is trying to achieve. Keep them specific and measurable.
- Clarify the strategic focus. Decide which value proposition matters most - for example product leadership, customer intimacy, or operational excellence - and write the promise you want to make to customers.
- Identify the key capabilities. Separate the capabilities into three lenses: **Differentiation** (what makes you win), **Adaptability** (what helps you sense and respond), and **Enabling** (the structures, platforms, processes, and people needed to support execution).
- Use the map to drive design decisions. Look for capability gaps and ask what this implies for ownership, value areas, shared services, governance, coordination, and investment priorities.

A practical test

If your strategy map is useful, it should make trade-offs visible. It should help you explain why certain capabilities deserve attention, why some work belongs in a value area rather than a shared service, and why the organization design may need to evolve to support the strategy.

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