

The AACE Strategy Checklist

AMBITION	Have we got the right north star?	/5
Vision	Is the long-term vision still applicable?	<input type="checkbox"/>
Goals	Are our goals consistent with the long-term vision?	<input type="checkbox"/>
Measures	Are there measures to support the goals?	<input type="checkbox"/>
ANALYSIS	Are we using the right information?	<input type="checkbox"/>
Evidence	Have we used the right data and evidence?	<input type="checkbox"/>
Trends	Does the strategy fit with trends and forecasts?	<input type="checkbox"/>
Competitive	Does it give us competitive advantage?	<input type="checkbox"/>
Human perspectives	Did the right people input to it?	<input type="checkbox"/>
Unbiased	Would a 3 rd party come to the same conclusions?	<input type="checkbox"/>
CHOICES	Will our choices get us to the goals?	<input type="checkbox"/>
Strengths	Do the initiatives build on our strengths?	<input type="checkbox"/>
Coherence	Are the choices coherent around a central narrative?	<input type="checkbox"/>
Risk	Have we honestly factored in risk and uncertainty?	<input type="checkbox"/>
Stops & Starts	Are we going to stop doing things, as well as add things?	<input type="checkbox"/>
Target market	Does the strategy create value for our #1 target?	<input type="checkbox"/>
Priorities	Have we ruthlessly prioritise key actions and changes?	<input type="checkbox"/>
EXECUTION	Will our strategy drive real action and change?	<input type="checkbox"/>
Simple	Is the strategy simple enough to visualize on one page?	<input type="checkbox"/>
Meaningful	Will the wider team buy in and see what's in for them?	<input type="checkbox"/>
Achievable	Have we got a plan to remove obstacles?	<input type="checkbox"/>
Flexible	How flexible is the strategy in the face of change and uncertainty?	<input type="checkbox"/>
Detailed	Have we worked with our people to create plans and initiatives to deliver the strategy?	<input type="checkbox"/>
Trackable	Can we use real time data to track our progress on the strategy and initiatives?	<input type="checkbox"/>