

Tools for Strategy



Document owner: Eilis Skelly

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Overview

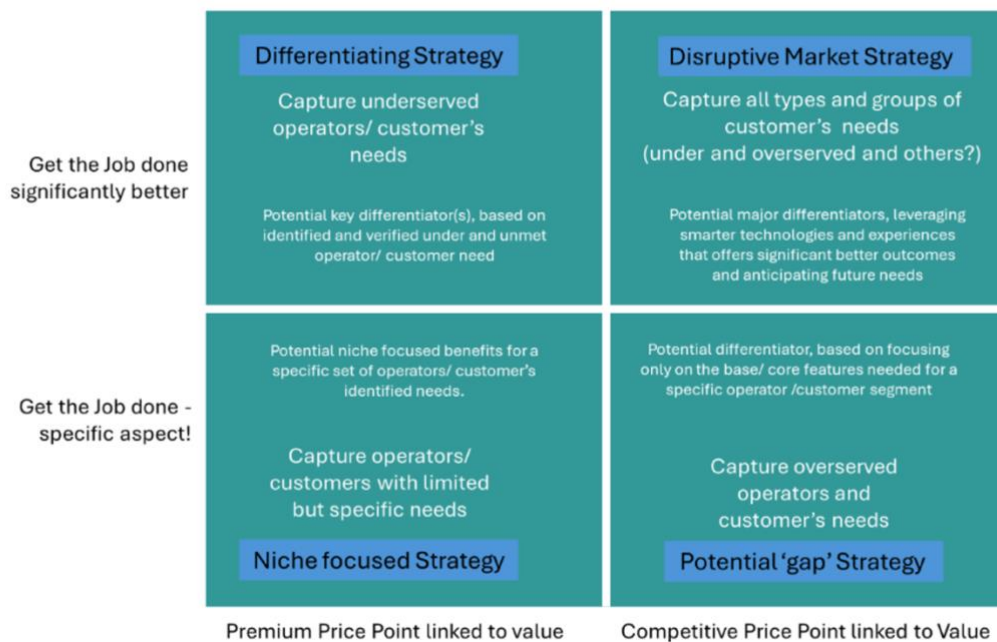
Strategy tools can help structure your business or solution thinking and guide organisations as they grow and accomplish their missions.

Strategic Direction

'Strategic Direction' is one of the eight principles of Innovation Management (ISO 56002: 2019). Strategic direction involves setting a clear vision and objectives for innovation activities within an organisation. It ensures that all innovation efforts are aligned with the organisation's overall goals and strategic priorities. This principle is crucial for maintaining focus, coherence, and efficiency in the innovation process. This particularly links to the Innovation Portfolio of an organisation, and the different types and balance of innovation strategies they wish to pursue - whether incremental, innovative step or radical.

Data captured and analysed using the above tools (and any other sources of research) can be saved as 'evidence' linked to a specific Need Statement. The quality and quantity of [evidence](#) collected should enhance your confidence in the identified opportunity.

Strategy Tools



Title: **Uncovering Insights Through Research**

External Resource – Harvard Business Review

[A New Approach to Strategic Innovation \(hbr.org\)](https://hbr.org)